

**LINGUOPRAGMATIC SPECIFICITY OF V. ZELENSKYI'S SPEECHES
(ON THE MATERIAL OF THE SPEECHES DELIVERED BY THE PRESIDENT
OF UKRAINE ON THE OCCASION OF THE CONSTITUTION DAY
AND THE INDEPENDENCE DAY OF UKRAINE)**

Hurko O. V.

*Doctor of Philological Sciences, Professor,
Head of the Department of English for Non-Philological Specialities
Oles Honchar Dnipro National University
Haharin ave., 72, Dnipro, Ukraine
orcid.org/0000-0002-2839-2400
hurko.o.v@gmail.com*

Key words: *communicative strategies, structural and semantic explicators, epistemic modality, discourse markers, performative sentences.*

The article deals with revealing the structural, semantic, linguistic and pragmatic features of V. Zelenskyy's political speeches, because today the focus of researchers' attention is the presentation of individual symbolic specificity, which allows to increase effective and efficient communication. The aim of the study is to identify the main markers used by the speaker from a linguopragmatic point of view as well as to present a typology of communicative strategies, and to describe the performative types of sentences in V. Zelenskyy's speech. To achieve the aim, we have identified the following objectives: 1) to single out the parameters of key units' explication in the speech of Ukrainian President; 2) to determine the modes of epistemic modality representation; 3) to identify the main communication strategies and tactics. The study material is the official speeches translation delivered by the president of our country on June 28, 2023 (before Constitution Day) and August 24, 2023 (before Independence Day). The frequent use of affirmative and generalizing pronouns, syntactic and synonymous repetitions, persuasive sentences and rhetorical questions, epistemic modal constructions are characteristic of the president's speech. Sentences with various types of objections and adjectives in the form of the highest degree of comparison are dominant. Texts play an important role in the speech, because the basis is informativeness, subjectivity of the author's vision of events, and completeness. Therefore, V. Zelenskyy uses constructions in the present continuous tense for information, clarification, affirmation, and generalization. The following pragmatic performative types of sentences based on communicative and intentional content prevail: expressive, representative, declarative, assertiveness. The vector of communicative behavior of the President of Ukraine is outlined by the following dominant strategies and tactics: self-representation, consolidation, authority, opposition, argumentativeness, positive perspective, discretization, analogy, etiquette. The perspective of further scientific studies can be seen in the comparative analysis of Ukrainian- and English-language speeches of V. Zelenskyy.

ЛІНГВОПРАГМАТИЧНА СПЕЦИФІКА ПРОМОВ В. ЗЕЛЕНСЬКОГО (НА МАТЕРІАЛІ ВИСТУПІВ, ВИГОЛОШЕНИХ ПРЕЗИДЕНТОМ УКРАЇНИ ДО ДНЯ КОНСТИТУЦІЇ ТА ДНЯ НЕЗАЛЕЖНОСТІ УКРАЇНИ)

Гурко О. В.

*докторка філологічних наук, професорка,
завідувачка кафедри англійської мови для нефілологічних спеціальностей
Дніпровський національний університет імені Олеся Гончара
просп. Гагаріна, 72, Дніпро, Україна
orcid.org/0000-0002-2839-2400
hurko.o.v@gmail.com*

Ключові слова: комунікативні стратегії, структурно-семантичні ескплікатори, епістемічна модальність, дискурсивні маркери, перфомативні речення.

Статтю присвячено виявленню структурно-семантичних і лінгвопрагматичних особливостей політичних промов В. Зеленського, адже нині у фокусі уваги дослідників – представлення індивідуальної символічної специфіки, що вможливує підвищення ефективної та дієвої комунікації. У науковій розвідці поставлено за мету виявити основні маркери, якими послуговується мовець у лінгвопрагматичному ракурсі, представити типологію комунікативних стратегій і описати перфомативні типи речень у мовленні В. Зеленського. Поставлена мета зумовила потребу виконати такі завдання: з'ясувати параметри ескплікації ключових одиниць у мовленні Президента України; окреслити модуси репрезентації епістемічної модальності; виокремити основні комунікативні стратегії та тактики. Матеріалом вивчення є промови, виголошені Президентом нашої країни 28 червня 2023 року (до Дня Конституції) та 24 серпня 2023 року (до Дня Незалежності). Для виконання конкретних завдань дослідження застосовано описовий метод, що вможливив теоретичне узагальнення результатів, систематизацію, класифікацію й інтерпретацію структурних і функційних особливостей у мовленні президента, методику компонентного та трансформаційного аналізу, а також методи суцільної вибірки та кількісного підрахунку для виокремлення ключових одиниць і речень серед аналізованих політичних промов. Для мовлення президента характерне частотне використання стверджувально-узагальнювальних займенникових іменників і прикметників, синтаксичних і синонімічних повторів, спонукальних речень і риторичних питань, епістемічних модальних конструкцій із модусами достовірності, істинності повідомлюваного та проблемної достовірності. Домінуючими є речення з різноманітними видами заперечень і прикметниками у формі найвищого ступеня порівняння. Істотну роль відіграють прагматичні перфомативні типи речень, наприклад експресиви, репрезентативи, декларативи, асертиви. Вектор комунікативної поведінки Президента України окреслений такими домінуючими стратегіями та тактиками: саморепрезентації, консолідації, авторитетності, протиставлення, аргументативності, позитивної перспективи, дискретизації, аналогії, етикетності. Перспективу подальших наукових студій убачаємо в компаративному аналізі україно- й англійських промов В. Зеленського.

Problem formulation. The diversity of approaches to the study of political speeches in Ukrainian and foreign linguistics indicates an insufficient level of their analysis. Issues related to the study of the mechanisms of speech influence based on anthropocentricity are especially important in today's

conditions, because currently the focus of researchers' attention is on the presentation of individual symbolic specificity, which makes it possible to increase effective and efficient communication.

The issue regarding the functioning of the political leader communicative image model in the modern

scientific paradigm is quite controversial and at the same time provokes great interest among scientists. In particular, N. Kondratenko highlights the speeches of the President of Ukraine V. Zelenskyy and the President of Slovakia Z. Čaputová in a contrasting aspect, interpreting the speeches as a speech genre of presidential rhetoric [8, p. 33], T. Ananko analyzes the linguistic-communicative specificity of H. Clinton's pre-election speeches, highlighting argumentative and conflict strategies [1, p. 7]. O. Chorna defines communicative (linguocommunicative, linguistic and linguopragmatic) means that form the image of a modern leader [11, p. 11], and O. Hurko investigates the intent of persuasiveness in the president's speech, considering lexical, grammatical and stylistic markers [4, p. 13]. In addition, the scientist describes the parameters of affirmative markers explication in the speeches of V. Zelenskyy [5, p. 18]. L. Zavalska points out the actualization of the communicative interaction between the speaker and the recipient in the presidential discourse [7, p. 39]. However, T. Stetsyk is convinced that the process of manipulation of public consciousness by subjects of political activity undoubtedly plays a significant role [10, p. 19].

Therefore, considering the fact that the President of Ukraine V. Zelenskyy is one of the key figures of contemporary life, we consider it logical and timely to analyze his speeches in the linguistic and pragmatic aspect, highlighting the main communicative tactics and strategies. As there are no linguistic studies dedicated to the identification of structural and semantic and linguopragmatic features of political speeches (2023) in Ukrainian linguistics, this fact determines the **relevance** of the proposed linguistic studies. Therefore, in scientific research we **aim** to identify the main markers used by the speaker from a linguopragmatic perspective, present a typology of communicative strategies, and describe the performative types of sentences in V. Zelenskyy's speech. The object of research is V. Zelenskyy's political speeches. The subject matter – lexical-semantic, stylistic, grammatical means and communicative strategies in V. Zelenskyy's speech.

The set goal determined the performance of the following **tasks**: firstly, to find out the parameters of the key units' explication in the speech of the President of Ukraine; secondly, to outline the modes of epistemic modality representation; and thirdly, to single out the main communicative strategies and tactics. The material of the study consists of the official speeches translation delivered by the president of our country on June 28, 2023 (on Constitution Day) [15] and August 24, 2023 (on Independence Day) [13; 16].

Presenting main material. First of all, it should be noted that nowadays considerable changes in political communication are being recorded, which reflects and at the same time affects economic and political

processes at the international level. Political discourse expands the boundaries of its implementation and becomes more global due to the activation of social networks.

The study of political discourse as a separate form of communication and the identification of correlations between language, power and society are components of the latest trends of the 21'st century. That is why, within the scope of our research, we interpret political discourse as a complex communicative phenomenon realized in the political sphere with direct and indirect forms of addressing. Next, based on the above, we will proceed directly to the analysis of the speeches of the President of Ukraine.

The structural basis of the president's speeches is clear, logical and understandable for everyone, because when addressing Ukrainians, e.g. on Constitution Day, V. Zelenskyy outlines five main contemporary trajectories, highlighting the order of implementation, in particular, using numerals, clear distinguishing determinatives of tasks: *So, here are five main guidelines for the Ukrainian Doctrine for discussion: **The first** is the philosophy of our victory. **The second** is the global nature of Ukrainian security. **The third** is the policy of heroes. **The fourth** is the policy of justice. **The fifth** is transformation in 10 years, namely a new foreign policy <...>*

It follows from the above-mentioned that the list of urgent issues includes victory, security, the policy of heroes, the policy of justice and transformation in all areas of society.

Moreover, in his speeches, the President attempts to emphasize the importance and the need for unity with the people by using affirmative and generalized pronouns and adjectives, which correlate the addresser with the audience, involving the addresser in the communication process: *And we understand, and everyone there understands, that this is no longer a dream, it is a reality.*

Within the framework of scientific research, several key units and their derivatives have been identified and presented in quantitative terms: *Ukraine – Ukrainian – Ukrainians* (421 units); *everybody – everyone, everything, every* (92 units); *victory – victorious* (71 units); *world – worldwide* (66 units); *secure – security* (60 units); *need – needs – necessary* (59 units); *state – statehood* (58 units); *nation – national* (47 units); *defense – defend – defender* (44 units); *independence – independent* (39 units); *Europe – European* (38 units); *heroes – heroism* (32 units); *important – importantly* (30 units); *global – globalization* (26 units); *create – creative* (23 units); *lead – leader – leadership* (21 units); *unity – united* (21 units); *aggression – aggressive* (21 units); *peace – peaceful – peacekeeping* (21 units); *territory – territorial* (21 units); *fight – fighting*

(17 units); *international – internationally* (17 units); *effective – effectiveness – effectively, ineffectiveness* (16 units); *business – businessman* (14 units); *develop – development* (14 units); *success – succeed – successful* (12 units); *courage – courageous* (10 units); *fair – fairly* (10 units); *weapon – weaponry* (10 units).

Moreover, in the analyzed text the following units convey a powerful emotional and evaluative meaning: *a fair plan, a fair basis, fair justice; entire generations, entire country, entire territory, entire land needs, the entire eastern flank of NATO, entire South Caucasus, entire Central Asia, entire continent; all stages, all Ukrainians, all our people, all of us, all parts, all spheres; Ukraine's victory, Ukraine's membership, Ukraine's capability, Ukraine's freedom, Ukraine's policy, Ukraine's security; Ukrainian security, National security; Peace Summit, Peace Formula.*

V. Zelenskyy's speeches are dominated by the modular category of epistemicity, which is the result of the speaker's cognitive process aimed at reflecting knowledge, inference, and his own opinion in the text. The Ukrainian researcher O. Nika states that the semantic structure of the category of epistemicity should be differentiated by the degree of completeness and nature of the speaker's knowledge about the reported information, credibility/incredibility, and truthfulness of the reported information [9, p. 29].

Thus, based on O. Nika's opinion, it is believed that the epistemic modality in the speech of the Ukrainian President is realized by the following modes:

1) credibility modus: *Ukraine **must** be and will be a co-creator, participant and guarantor of such security.*

It is worth noting that the credibility modus in the speech of the Ukrainian President is represented mainly in the predicative and circumstantial function by lexemes such as *sure, definitely, of course*. For example: *The world's leaders are already showing interest in training their future warriors in Ukraine. And this will **definitely** become one of the opportunities that will make Ukraine's security influence truly global and worldwide. **Of course**, the victorious Ukraine will become Europe's largest construction site;*

2) truthfulness of the reported information modus: *We have the Day of Statehood up ahead, and then the Independence Day, and **I think** it is right to consider these days as stages for elaborating the points of the Ukrainian Doctrine.*

The main marker that implements the truthfulness of the reported information modus is the epistemic modal predicate, which correlates the subject of the statement and the proposition. For example, in the sentence ***I believe** that Ukrainians should not care whether freedom will overcome the Kremlin's walls. Ukrainians only care about ensuring that Russian*

revanchism never again crosses the borders of our free state and threatens our free people the President is convinced that Ukrainians do not care whether freedom will ever overcome the walls of the Kremlin, because the main message is that Russian revanchism will never again cross the borders of our independent state and threaten our free people;

3) problematic credibility: *Ukrainian needs – our partners are aware of all this. And although it is often said that demining the entire territory of Ukraine, which is unfortunately contaminated with Russian mines, will take decades, we know that it is **possible** to do it faster – in years. To all Ukrainian families who have raised their children to love Ukraine and have the courage to defend it with all their **might**.*

In addition, within the analyzed material, epistemic discourse markers-attention attractors have been distinguished, with the help of which the speaker addresses the listener and which at the same time contribute to his/her positive attitude to the message expressed. For example: *The existing solidarity pension system alone is not enough, and **you know** it, and the vast majority of our Ukrainian pensioners feel it. These are children's drawings. **You can see** them in every brigade. On the walls, in the rooms. Like a bad stepmother or like an orphanage from which **you want** to escape.* In the above sentences, the pronoun *you* serves as a subject and, in combination with the predicate markers *see, know, want*, makes it possible to convey the speaker's informal attitude towards the addressee.

The epistemic discourse markers also include the conjunction *as*, which can function as a relative pronoun and mostly performs two functions in the speech of the President of Ukraine – defining and subordinate. *We will determine together what victorious Ukraine should become. Just **as we defend freedom and independence** together. The inevitability of punishment is one of the main tools for deterring crime.*

Syntactic repetition is an effective syntactic means of enhancing subjective and modal meanings in V. Zelenskyy's speech. For example, in his opening address, the President of Ukraine uses repetition of adjective-noun phrases, using parallel constructions: *The **great people of the great Ukraine**, celebrating today **a great day** – Independence Day! **A holiday of free people. A holiday of strong people. A holiday of people with dignity.*** Thus, by listing certain facts, the speaker emphasizes the importance of the holiday and the people of Ukraine.

Moreover, synonymous repetition is common for the president's speech, as it is one of the most significant explicators of ensuring the affective nature of speech, implemented in various communicative and pragmatic situations with emotional variability of lexical items. For example: *To you, warrior! You*

stood up to defend Ukraine. I thank every soldier and sailor, every sergeant and petty officer, every officer, every general. To you, the father of a Ukrainian warrior, and to you, the mother of a Ukrainian defender. To all Ukrainian families who have raised their children to love Ukraine and have the courage to defend it with all their might.

Among the prominent representatives in the analyzed material there are clarifying phrases-constants, with the help of which V. Zelenskyy emphasizes the importance of the stated information, specifying and expressing a high degree of confidence in the situation, event, etc.: *I want to speak separately about those who cannot yet be mentioned in the news, whose names are known to few, but whose work is visible to all. Our missiles. Ukrainian munitions. Our artillery. Ukrainian drones: Leleka, Fury. Naval drones, Neptune, Corsar; Stugna <...> And when we are proud to have sunk the flagship of the enemy fleet, Moskva cruiser; when we rejoice at hitting the Kerch Bridge, we also thank those who cannot be mentioned now, whose names cannot be told, but about whom books will be written and movies will definitely be made in the future.*

It should be stated that the situation of expression of will requires the use of linguistic means for direct, explicit expression of the semantics of will, for which the motivational function is primary, and others for indirect, implicit expression of will, for which the motivational function is secondary, transposed [6, p. 171].

In V. Zelenskyy's speech, imperative sentences are frequent, usually communicating the intended meaning and are based on the reflection of the speaker's volitional relationship with the performer. In the following illustrations, the addresser appeals to the audience, calling for joint action. The verb *let*, combined with *us*, serves as a marker of softened urgency in these sentences: *Let's thank them that this is not a dream – it is a reality again; 45 countries have received food through the Black Sea Grain Initiative. Its geography ranges from Spain to China, from Indonesia to Morocco, from India to Kenya. Let us applaud our farmers, our citizens – all of them; please + let us: Please let us thank everyone in the world who supports our country, our struggle for freedom!*

Rhetorical questions serve a reinforcing function in the speech of the President of Ukraine, for example, when he talks about independence and future victory, he is convinced that each of us must answer a single question about our personal contribution to Ukraine's independence: *When we celebrate Ukraine's independence, everyone can feel a part of it. Everyone can ask themselves: where are you in Ukrainian independence? What did you add to independence? And what did you do to help*

independence? And today I want to dedicate these congratulations to you. To you, who is giving Ukraine its independence. Thus, by encouraging the listener to reflect and empathize, the speaker seems to force the audience to make their own conclusions.

Varieties of constructions containing double negation are quite common in V. Zelenskyy's speech. Undoubtedly, it is worth noting that "the peculiarities of the use of negation forms in each particular language clearly indicate the specificity of the thinking of the speakers of this language and their favorite strategies of cognition and interpretation of the world" [2, p. 235]. That is why it is important to find out which role negation plays in the context.

In the analyzed illustrative material, many cases when the speaker deliberately uses nominalizations with negative components to emphasize the manifestation of a certain feature have been recorded. In this case, for example, the negative prefix *im-*, combined with the preposition *without*, implements an emotionally colored assertive connotation, because by focusing on these components, the addresser emphasizes the significance and importance of this particular moment. Among the typical types of constructions with negative forms in V. Zelenskyy's speech, the following ones have been distinguished:

1. No + pref. un-: *In a big war, there are no small deeds. No unnecessary ones. No unimportant ones. This is true of people, deeds, and words.*

2. Neither <...> nor (conj.): *A center that will never allow freedom to be destroyed – neither of our own, nor of our allies and partners.*

3. No one + any: *First, no one any longer doubts that Ukraine is capable of defending itself and its allies.*

4. Pref. im-. + prep. without: *This security is impossible without your strength, Ukrainian warriors. Without the potential of Ukraine. The future architecture of global, European and regional security is impossible without Ukraine's participation.*

5. No one + prep. without: *And no one has the right to determine the fate of Ukraine without asking them, our heroes.*

V. Zelenskyy focuses the addressee's attention and tries to show the uniqueness and importance of his ideas by using adjectives in the superlative form. For example: *Ukraine needs to create the strongest rehabilitation industry in Europe <...> So that Ukraine, our victorious state, can channel the best in our warriors into the best for Ukraine. And he sows it from the highest judicial authority.*

It should be noted that the text plays an important role in the process of speech, which is based on informativeness, subjectivity of the author's vision of events, completeness, because the speaker mostly aims to inform, clarify, specify, affirm, generalize, etc. That is why the President of Ukraine partly

uses constructions in the Present Continuous Tense to emphasize the importance of life going on, of working despite the war and the conditions we are in. For example: *I want to thank all Ukrainian teachers **who are working**, who managed to work even online. **Who are building** an educated future even where the enemy has destroyed schools. Ukrainian children, exactly you, those **who are creating** these drawings.*

V. Zelenskyy uses the grammeme of temporality to indicate the fact of the implementation of an action in the past and its effectiveness at the moment of speech:

*Last winter, we experienced massive missile attacks and the threat of blackout. There were different moments. When **cities remained** in darkness. When **it was cold**. There was also indomitability. And when **our people worked and turned the power back on**, there were loud “Glory to Ukraine!”, “Glory to Ukrainian electricians!”, and glasses were raised to air defense and our power engineers. And this is absolutely true.*

Very informative and emotionally saturated are statements in which there are opposite conjunctions. After all, the speaker in this way, combining predicative parts of sentences with a contrasting character, emphasizes the indomitability of the spirit of the Ukrainian people under any conditions. As we can see, such sentences appear as means of secondary nomination, indicate cultural markedness, encoding nationally important segments of the consciousness of Ukrainians: *Those who are still under occupation, but keep our flag so that the occupier cannot find it. Those who have waited and will witness the return of Ukraine. Who was wounded, who lost limbs, but did not lose themselves.*

Analyzing speech acts-expressions, we consider it expedient to rely on the classification proposed by the Polish Researcher L. Pisarek [14, p. 19] considering the statements of S. Shabat-Savka, who is convinced that performatives can realize the entire range of speech needs [12, p. 208].

Therefore, the following pragmatic performative types of sentences based on communicative and intentional content prevail in the speech of the President of Ukraine: 1) expressions: *But I would like us to support our power engineers and **thank them** for this winter. **Thank you very much!** And I want to say to you – to every boy and girl: you have no idea how important it is when you support our warriors. I **thank you**, Mr. President, for the truly heartfelt warmth with which the Portuguese people sheltered our people at the beginning of the war;* 2) representatives: *European values have never been as effective as they are now. The Ukrainian component is what the EU has been lacking. And it is no longer a dream, it is a reality. And we **understand**, and **everyone there understands**, that this is no longer a dream, it is a reality;* 3) declarations: *First, I ask*

everyone present in the Verkhovna Rada of Ukraine to express gratitude to all our heroes with a minute of applause. And I ask each and every member of the Defense and Security Forces of Ukraine – as far as the conditions of war allow – to take part in our national discussion on the Ukrainian Doctrine; 4) assertions: *This is a large-scale national task. And I will say frankly: to accomplish this task faster and better, the state will need help. And I am confident that the first day of peace after this war, the first day of our well-deserved victory, will also be the first day of further rapid transformation of Ukraine.*

The analyzed performative statements contribute to the representation of the personal view of V. Zelenskyy, the emotional presentation of his position, the explanation of his own vision and attitude to events, as well as what is happening in our country. In this case, we entirely agree with the opinion of N. Balandina, who sees the essence of the performative hypothesis in the fact that the deep structure of any sentence contains a performative verb at the top [3, p. 197].

The speech of the President of Ukraine is saturated with certain communicative strategies and tactics, which play a significant role while making speeches. According to our beliefs, a communicative strategy is a certain scheme that includes the implementation of a communicative plan through the use of some language means and tactics that cause specific speech actions.

When delivering a speech, V. Zelenskyy uses general pragma linguistic principles that enable optimal implementation of illocutionary intentions, communicative intentions of the communicator in order to achieve a specific goal of communication. So, among the main strategies and tactics, we single out the following:

1) self-representations: *I know that relevant legislative initiatives are already being prepared. I am asking you, dear Verkhovna Rada of Ukraine, dear deputies, to support this request for justice. But today. The fifth guideline for the Ukrainian Doctrine, which I would like to propose for discussion today, is transformation in ten years. **We are all united** by this feeling. We remember what the Ukrainian people went through. We see the threats. We are fighting the enemy. And **we know what we are capable of. We are capable of winning!** And we will prevail!;*

2) consolidations: *And we will do it! We will. **All of us together!** Each and every person who fights and works for our state, for our people. We will do it! Millions of Ukrainians – the modern generations of our people, whom history has blessed with the opportunity to realize the dreams of Ukrainian heroes of different times who fought for freedom and independence for Ukraine and for justice **for all of us, for all Ukrainians.** We will determine together*

what victorious Ukraine should become. Just as we defend freedom and independence **together**;

It is worth noting that the strategy of consolidation is manifested not only in the frequent use of pronominal lexemes such as *together, everyone, all of us*, but also in the use of toponyms with the help of which the addressee indicates the territorial integrity of Ukraine, strengthening the semantics of unity. For example: *Obviously, Dnipro, Lviv, Uzhorod, Kyiv and other Ukrainian cities during this war have not only faced new problems, but also received new opportunities. Kherson and Kramatorsk, Zaporizhzhia and Kupyansk, Melitopol and Mariupol... What will the new life look like in these cities of Ukraine, victorious cities?;*

3) authoritativeness: *I would like to quote the words of a Ukrainian soldier. His name is Maksym Nahorny. He was born in 2004. He is an orphan. He serves Ukraine in the 14th Roman the Great mechanized brigade. Here are Maksym's words: "I witnessed terrible things that I want to forget, not to recall, to erase from my memory, just like yesterday of this damn war, but what will happen tomorrow? There is no need to rebuild the old system – let's create a new and much better Ukraine!"*;

Taking into account the fact that the Ukrainian people are already heroes who protect their native land from the occupier, the speaker uses the tactics of calling on authorities, in particular, the usual defender – Maksym Nahorny, to raise the importance and strength of the nation;

4) contrasting: *Even before this Russian-Ukrainian war, we embarked on a path of change. February 24, 2022 was Russia's attempt not only to kill our independence and not only to erase our identity, but also to destroy our example – the example that a state of Ukraine's size and complicated history can succeed in becoming a strong and prosperous democracy that convinces other nations in the region and the world to live freely, not in submission to anyone. In all its efforts, Russia will lose. And this is no longer a dream, it is a reality;*

5) argumentativeness: *Our goal is to reach a level of wages that could be determined by the formula "neighbors in the European Union plus 30%". This is a goal, a fair goal, for this war. In 27 years, Ukraine has gone through two revolutions and preserved its democracy and Europeanness. 8 years of hybrid war in Donbas – and Ukraine has preserved its dignity and faith in the future. 490 days of full-scale Russian aggression. 490 days – and each of our soldiers, all our people believe in the Ukrainian future and already decide what they want this future to look like;*

The provision of factual information and convincing arguments with a quantitative component forms the basis of the tactics of argumentativeness, because digital indicators and dates are the main markers of evidence and rationality;

6) a positive perspective: *We will determine together what victorious Ukraine should become. Just as we defend freedom and independence together. It will be fair. Freedom is a child of care, and security is a brother of courage. The victorious Ukraine will be a country worthy of its heroes! Ukraine's victory is a guarantee of security and protection from external manipulation, whether military or political, for the entire Central Asia. Ukraine's victory is a chance for the Middle East to deescalate terror. Ukraine's victory is a guarantee that African countries from Libya to the Central African Republic will no longer be robbed by Russian thugs.*

The tactic of positivization involves the demonstration of a positive picture in the mind through the unquestionable assurance of the addressee in the realization of ideas, in our case – the inevitable and much-desired victory;

7) analogies: *Another humanitarian initiative of ours, Grain from Ukraine, has united more than 30 countries that have joined us in helping to protect countries such as Ethiopia, Somalia, Yemen, and others from famine. Ukraine, which went through the Holodomor genocide, is particularly sensitive to the fact that the Kremlin is trying to exacerbate the famine for other nations as well. Ukraine has always relied and will continue to rely on alliances. Russia, on the other hand, views all its neighbors as slaves or enemies;*

8) discreditations: *The second reason is that some states and leaders of the world still, unfortunately, look back to Russia when making their own decisions. This can be called an absurd and shameful self-limitation of sovereignty, because Ukrainians have proven that Russia should not be feared. Russia loses when it meets bold and confident resistance <...> Russia has been blackmailing the world with hunger – we know it – and it must be punished for that.*

Using the tactics of discrediting, the president of Ukraine focuses the main attention on the fact that the deeds and actions of Russia do not meet the norms of the generally accepted behavior, which leads and will further enable its complete liquidation as a country on the world stage;

9) etiquette: *Please let us thank everyone in the world who supports our country, our struggle for freedom! The United States, the United Kingdom, the European Union, Japan, Australia, all the G7 countries, all our partners, our friends, Poland, the Baltic states <...> most countries of the world... I thank you all! Thank you very much! I thank and bow to each and every one of them. I am grateful to everyone who fought for justice in this case, to everyone who worked properly to ensure legitimate verdicts.*

We can partly observe the intention of gratitude during V. Zelenskyy's speeches. In the role of

explicators, we mostly record lexemes that directly semantically realize gratitude for a service rendered, benevolent attitude, human solidarity and attention to a certain event or people.

Conclusions and perspectives of the study. The analyzed speeches of V. Zelenskyu are characterized by the frequent use of affirmative and generalizing pronominal nouns and adjectives, syntactic and synonymous repetitions, persuasive sentences and rhetorical questions, epistemic modal constructions with the modes of credibility, the truth of the reported, and problematic credibility. In addition, sentences with various types of objections and adjectives in the form of the highest degree of comparison dominate. An important role is played by pragmatic performative types of sentences, for example, expressive, representative, declarative, assertive.

The vector of communicative behavior of the President of Ukraine is outlined by the following dominant strategies and tactics: self-representation, consolidation, authority, opposition, argumentativeness, positive perspective, discretization, analogy, etiquette. The perspective of further scientific studies can be seen in the comparative analysis of Ukrainian and English-language speeches of V. Zelenskyu.

BIBLIOGRAPHY

1. Ананко Т. Комунікативні стратегії у політичному дискурсі Хілари Клінтон. *Science and Education a New Dimension. Philology*. 2018. VI (47). Вип. 160. С. 7–10.
2. Баган М. Категорія заперечення в українській мові: функціонально-семантичні та етнолінгвістичні вияви. Київ : Видавничий дім Дмитра Бураго, 2012. 376 с.
3. Баландіна Н. Перфомативи як індикатори функцій конвенційних висловлень. *Мовознавство*. 2010. Вип. 2/3. С. 194–203.
4. Гурко О. Іntenція персуазивності в мовленні В. Зеленського. *Англїстика та американїстика*. 2023. Вип. 20. С. 13–17.
5. Гурко О. Лїнгвостилїстична специфіка політичних промов В. Зеленського. *Вчені записки Таврїйського національного університету імені В.І. Вернадського*. Серія «Фїлологія. Журналїстика». 2022. Т. 33 (72). Ч. 1. № 4. С. 18–22.
6. Гурко О. Основні засоби вираження ствердження у спонукальних реченнях. *The Third International Congress on Social Sciences and Humanities : Proceedings of the Congress, 15 November, 2014*. 2014. Вип. 2. С. 27–30.
7. Завальська Л. Комунікативні стратегії президентського дискурсу (на матеріалі промов В. Зеленського). *Вїсник Одеського національного університету*. Серія «Фїлологія». 2021. 26. Вип. 2 (24). С. 30–39.
8. Кондратенко Н. Інавгураційна промова як мовленнєвий жанр президентської риторики в українському і словацькому політичному дискурсі. *Slavica Slovaca*. 2022. Вип. 57. С. 33–46.
9. Ніка О. Модус у староукраїнській літературній мові другої половини XVI – першої половини XVII ст. Київ : КНУ, 2009. 444 с.
10. Стецик Т. Лїнгвопрагматичні стратегії персуазивності в дебатах і промовах сучасних американських політиків : дис. ... канд. фїлол. наук. Чернівці, 2015. 260 с.
11. Чорна О. Комунікативні засоби творення імїджу політичного лїдера (на матеріалі українського, російського та англїйського політичного дискурсу) : автореф. дис. ... канд. фїлол. наук. Одеса, 2013. 24 с.
12. Шабат-Савка С. Категорія комунікативної іntenції в українській мові. Чернівці : Букрек, 2014. 412 с.
13. Congratulations by President Volodymyr Zelenskyu on Independence Day of Ukraine 24 August 2023. URL: <https://www.president.gov.ua/en/news/privitannya-prezidenta-volodimira-zelenskogo-z-nagodi-dnya-n-85145>.
14. Pisarek L. Rečevyje dejstvija i ich realizacija v russkom jazyke v sopostavlenii s pol'skim (ekspressivny). Wrocław : Wydawnictwo Uniwersytetu Wrocławskiego, 1995. 173 s.
15. President's speech at the plenary session of the Verkhovna Rada on the occasion of the 27th anniversary of the adoption of the Constitution. 28 June 2023. URL: <https://www.president.gov.ua/en/news/ukrayina-peremogi-bude-krayino-yu-gidnoyu-svoyih-geroyiv-vist-83869>.
16. Speech by President Volodymyr Zelenskyu on Independence Day in St. Sophia Square 24 August 2023. URL: <https://www.president.gov.ua/en/news/nezalezhnist-iz-nashih-ruk-mi-nevipustimo-j-damo-ukrayini-t-85157>.

REFERENCES

1. Ananko, T.R. (2018). *Komunikatyvni stratehii u politychnomu dyskursi Khilari Klinton* [Communicative strategies in Hilary Clinton's political discourse]. *Novyi vymir nauky ta osvity. Filolohiia* [Science and Education a New Dimension. Philology], vol. VI (47), issue 160, pp. 7–10 [in Ukrainian].
2. Bahan, M.P. (2012). *Kategoriia zaperechennia v ukraїnskii movi : funktsionalno-semantychni ta etnolinhvistychni vyjavu* [The category of negation in the Ukrainian language: functional-semantic and ethnolinguistic manifestations]. Kyiv : Vyd. dim Dmytra Buraho, 376 p. [in Ukrainian].
3. Balandina, N.F. (2010). *Performatyvy yak indykatory funktsii konventsiinykh vyslovlen* [Performatives as indicators of the functions of conven-

- tional expressions]. *Movoznavstvo* [Linguistics], № 2/3, pp. 194–203 [in Ukrainian].
4. Chorna, O.O. (2013). *Komunikatyvni zasoby tvorennia imidzhu politychnoho lidera (na materialy ukrainskoho, rosiiskoho ta anhliiskoho politychnoho dyskursu)*. Avtoref. dys. kand. fil. Nauk [Communicative means of creating the image of a political leader (based on the material of Ukrainian, Russian and English political discourse)]. PhD thesis Abstract. Odesa, 24 p. [in Ukrainian].
 5. Congratulations by President Volodymyr Zelenskyy on Independence Day of Ukraine 24 August 2023. Available at: <https://www.president.gov.ua/en/news/privitannya-prezidenta-volodimira-zelenskogo-z-nagodi-dnya-n-85145>.
 6. Hurko, O.V. (2014). *Osnovni zasoby vyrazhennia stverdzhennia v sponukalnykh rechenniakh* [The main means of expressing affirmations in persuasive sentences]. *The Third International Congress on Social Sciences and Humanities» Proceedings of the Congress (15 November, 2014)*. “East West” Association for Advanced Studies and Higher Education GmbH. Vienna, № 2, pp. 27–30 [in Ukrainian].
 7. Hurko, O.V. (2022). *Linhvostylistychna spetsyfika politychnykh promov V. Zelenskoho* [Linguistic and stylistic specificity of V. Zelenskyy’s political speeches]. *Vcheni zapysky TNU. Seriiia “Filolohiia. Zhurnalistyka”* [Scientific notes of TNU. Series “Philology. Journalism”], vol. 33 (72), issue 1, № 4, pp. 18–22 [in Ukrainian].
 8. Hurko, O.V. (2023). *Intentsiia persuazyvnosti v movlenni V. Zelenskoho* [The intention of persuasiveness in V. Zelenskyy’s speech]. *Anhlistyka ta amerykanistyka* [English and American studies], № 20, pp. 13–17 [in Ukrainian].
 9. Kondratenko, N. (2022). *Inavhuratsiina promova yak movlennievyyi zhanr prezydentskoi rytoryky v ukrainskomu i slovatskomu politychnomu dyskursi* [Inaugural speech as a speech genre of presidential rhetoric in Ukrainian and Slovak political discourse]. *Slavica Slovaca* [Slavica Slovak], № 57, pp. 33–46 [in Ukrainian].
 10. Nika, O. I. (2009). *Modus u staroukrainskii literaturnii movi druhoi polovyny XVI – pershoi polovyny XVII st.* [Modus in the Old Ukrainian literary language of the second half of the 16’th – the first half of the 17’th centuries.]. Kyiv : KNU, 441 p. [in Ukrainian].
 11. Pisarek, L. (1995). *Rečevyje dejstvija i ich realizacija v ruskom jazyke v sopostavlennii s pol’skim (ekspressivny)* [Speech acts and their implementation in Russian compared to Polish (expressives)]. Wrocław: Wydawnictwo Uniwersytetu Wrocławskiego, 172 p.
 12. President’s speech at the plenary session of the Verkhovna Rada on the occasion of the 27’th anniversary of the adoption of the Constitution. 28 June 2023. Available at: <https://www.president.gov.ua/en/news/ukrayina-peremogi-bude-krayinoyu-gidnoyu-svoyih-geroyiv-vist-83869>.
 13. Shabat-Savka, S.T. (2014). *Katehoriia komunikatyvnoi intentsii v ukrainskii movi* [Category of communicative intention in the Ukrainian language.]. Chernivtsi : Bukrek, 412 p.
 14. Speech by President Volodymyr Zelenskyy on Independence Day in St. Sophia Square 24 August 2023. Available at: <https://www.president.gov.ua/en/news/nezalezhnist-iz-nashih-ruk-mi-ne-vipustimo-j-damo-ukrayini-t-85157>.
 15. Stetsyk, T.S. (2015). *Linhvoprahamatychni stratehii persuazyvnosti v debatakh i promovakh suchasnykh amerykanskykh politykiv*. Dys. filol. nauk. [Linguopragmatic strategies of persuasiveness in debates and speeches of modern American politicians]. PhD Thesis. Chernivtsi, 2015. 262 p. [in Ukrainian].
 16. Zaval’ska, L.V. (2021). *Komunikatyvni stratehii prezydentskoho dyskursu (na materialy promov V. Zelenskoho)* [Communicative strategies of the presidential discourse (based on V. Zelenskyy’s speeches)]. *Visnyk ONU. Seriiia “Filolohiia”* [ONU Bulletin. Series “Philology”], vol. 26, № 2 (24), pp. 30–39 [in Ukrainian].