

GRAPHICS OF THE SPEECHWRITER'S TEXT AS A DETERMINANT OF THE SPEAKER'S EFFECTIVE SPEECH

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The speechwriter's graphic text design, which defines efficiency and expressiveness of the speaker's speech, is analyzed in article. Graphic tools are often used especially for the verbal image of politicians. The harmonious interrelation of graphic and verbal tools is explained with their introduction in deep mental processes (logical structures).

Keywords: supragraphemics, topographemics, verbal-graphic propositional connectivity, intonation, politician's vocal image, speech efficiency.

Conference participants, National championship in scientific analytics,
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A time of change in which we live generates a lot of questions and forms critical attitude to the reality of many people in Russia. Open borders allow a resident to compare political, economic and cultural situation in the different countries. At all times, from antiquity, a word of a speaker affected the emotional perception of reality by citizens.

Today public figures' speech, heard on radio, television, attracts millions of listeners. This fact arouses the question of how to make a speaker's speech effective with positive impact on a large number of listeners. The problem is not simple. Politicians of large-scale should be a great speaker, unique, memorable, credible large audience.

There is a considerable amount of scientific literature on the art of public speaking skills of famous philosophers of ancient Greece, modern politicians. As a rule, their speeches are described with the rhetorical canons. Meanwhile, it is fundamentally important to penetrate into the texts that are written to the performance of politicians. These are speechwriters' texts. Many books and articles write about the work of speechwriters. But the work itself was out of the field of research ideas on the grounds that the originals of these texts are not available for linguists. Our study is based on the original texts of speechwriters written for A.G. Tuleyev, the Governor of the Kemerovo Region. The analysis shows that speechwriter's texts include harmoniously interconnected verbal and nonverbal elements affecting expressiveness and efficiency of a speaker's speech.

The phenomenon of supragraphemics and topographemics in speechwriters' texts as well as its impact on the speaker's effective performance is actual and virtually unexplored. In the first half of the 20th century Jules Romains, French writer, said: "The policy is not words, but the voice, in which they are pronounced" [quote by: Dushenko 2012: 151].

Graphical design of a speechwriter's text caused by deep mental processes, determines tonal canvas of the speaker's speech.

In a given aspect we represent the analysis of the speech of A.G. Tuleyev, the Governor of the Kemerovo Region, devoted to the Day of invalids (03.12.2010).

Analysis of graphic design of a speechwriter's text (this paper has been thought over together with the speaker for a considerable time) let reveal the features of semantic organization of verbal text that directs the improvised reading by a speaker.

Speechwriter's text contains supragraphemic (font variation, underlining, marking and releasing of especially significant words in the oval) and topographemic elements (spatial variation, change the line spacing, text writing on the principle of rhyme). Graphical highlighting used by a speechwriter, as in advertising, "help to create an atmosphere of intimacy, which is difficult to achieve for the print fonts" [Anikayeva 2011:188].

Each of the methods of graphical emphasizing performs a specific function; however, a single token can often be marked by several labels, which

demonstrates its semantic intersection and special significance. Large print with additional red or green underlining, enclosed in an oval highlights various epithets relating to the very subject (with the specification by the red line of the form of the subject), or to the areas of special importance for people with disabilities (highlighted in red). Compare:



Bolding helps to create vivid, memorable image, an active influence on the consciousness of the speaker, forcing focus on the marked words. Typically, the point size corresponds to the voice force. Due to it the statement acquires the function of positive impact on the emotional state of the listeners.

Attributive pronouns and words, opposed to the sense in the context are also written in bold, for example:

КАЖДЫЙ из вас –

достоин самых искренних слов

/ Считаю, такие службы должны
быть созданы –

в каждом городе и районе.

«Настоящая Сила –

это сила ДУХА,

а НЕ ТЕЛА.

Each politician has his/her favorite and keywords. Common pronoun *all* is often used in Tuleyev's speech. It can be repeated, increasing the emotional content of speech. In the text this pronoun is circled in an oval, outlined in red. Graphical selection of the phrase *we introduce NEW* in the oval (see below) harmoniously links what has already been done and what will be done in the payment of additional benefits. This political move is particularly relevant to people. It is not accidentally that after the words *fringe benefits* there is a double red tick which does not allow at the end of the phrase, as expected, to lower the tone, emphasizing completeness. Increased tone indicates incomplete process that is in motion. Natural reaction of the audience is applause, which, taking the natural stress in the process of speech listening, activate the attention.

В 2011 году
мы не только оставим в силе
ВСЕ меры социальной поддержки,
ВСЕ выплаты,
ВСЕ льготы,
которые действуют
у нас в области –
но и введём НОВЫЕ,
дополнительные льготы.

Single pronoun *all* stands in the same oval, emphasizing its intonation selection, meaning the implementation of maximum funds for human.

в которых созданы

ВСЕ условия

для комфортного проживания.

Or the maximum coverage of the people participating in any event.

Но наш Земляк –

выстоял и опередил ВСЕХ!

Поэтому ВСЕХ,
кто обучается в Центре

за счёт бюджетных средств –
мы обеспечили компьютерами.

Or provides the awareness of the audience about something meaningful for it (it is like a dialogue with the audience).

Свои льготы все вы знаете,
ими пользуетесь.

Вы знаете, у нас в области

ВСЕ инвалиды

имеют право

на льготный проезд.

Pronoun *all*, meaning the maximum of the efforts to improve the quality of life is also highlighted in the oval, outlined in red.

У нас в Кузбассе
сформировалась чёткая позиция –
сделать всё возможное,

• чтобы максимально помочь

людям

с ограниченными возможностями
Здоровья,

Хочу ещё раз подчеркнуть –

мы приложим
МАКСИМУМ УСИЛИЙ

и сделаем ВСЁ,
что от нас зависит,

Underlined phrases written in bold and highlighted in capital letters, by the red line, especially double, indicates that they are extremely important. The speaker must read these tokens maximally expressive, due to the red colour which stimulates and gives confidence and readiness to act [Serov, 2004: 176].

Эти слова можно сделать

ЖИЗНЕННЫМ ДЕВИЗОМ

постоянно обновляется

оборудование

Addresses are usually underlined in blue and dark green. Blue color qualifies “reduction of alertness, mood and intentions,” “a sense of heightened activation, tone and mood is associated with an increased sensitivity to the green component of the standard” [Yan'shin 2006: 207].

Уважаемые Земляки!

Уважаемые Земляки!

Wide underlining of light blue shade draws attention to some social problems and their solutions.

ЦЕНТР ДИСТАНЦИОННОГО
ОБРАЗОВАНИЯ ДЕТЕЙ

т. е. бесплатно,

Words related to the Orthodox faith, to any significant event are underlined light green.

ПОКРОВИТЕЛЕМ инвалидов
считается –

• приобщаются
к Православной Вере.

В нашем зале находится

Ивлев

Николай Николаевич

(г. Киселёвск).

Его можно назвать –

настоящим Чемпионом Духа.

был такой легендарный
русский атлет –
Иван Поддубный,

Thus, the choice of color for marking words and phrases is consciously or unconsciously motivated, it can give the text more connotation and place intonational accents.

The line spacing is increased after addressing, during enumeration, as well as between the thematic clusters (which is clearly shown in the article text).

In the speech it is characterized by both syntactic and logical intervals. The Governor's speech is remarkable for a large number of psychological pauses, which makes the speech affordable and creates a unique speech image of the speaker. Politician's profession is directly related to acting, so the characteristics of psychological pauses by V. Aksyonov seem appropriate: "Psychological pause may occur at the beginning of sentences – before words, within a phrase – between words and at the end of phrases – after the words read. In the first case, it warns the meaning of the coming words, in the second – shows psychological dependence (combining or disconnecting) of suggested idea on the next one, emphasizing the importance of these ideas and attitudes towards them, and in the third case, it holds the attention on the pronounced words and images, as if extending in the silence of the depth of their meaning. Psychological impact of a pause in the latter case is huge" [Aksyonov 1954].

Outlining some parts of the text, set phrases, tokens in the oval captures the speaker's attention, determines their intonation emphasize.

«Настоящая Сила –
Борьба была – тяжелейшая!
Побольше бы таких энергичных
и инициативных людей!

Несмотря на тяжелую травму,
полученную во время
боевых действий
в Афганистане,
Николай Николаевич
ведёт активную
общественную Жизнь,

Red underlining of keywords in the borders of causal connectedness reveals their relevance in a particular time and place (the latter is in bold). One tick after the first keyword and two ticks at the end of the phrase highlight the will of the spoken person, provoking their intonation emphasize. Blue oval indicates the semantic significance of the subordinate and the main part of the proposal.

In addition, the oval and braces can divide the speech into small thematic blocks; provide super-phrasal unities, so that the speaker had no difficulty in reading the text.

The figures are distinguished by red oval or underlined by the same colour. Simultaneously graphical emphasize of numbers is propositionally connected in the meaning with the other graphically described words.

Он родился
с параличом обеих ног,
и 33 года был прикован
к постели.
Ежегодно
80 трудных подростков
от 12 до 16 лет
проходят школу
духовно-патриотического
воспитания:
В соревновании
по этому виду спорта участвовало
более 300 пара-олимпийцев
из разных стран!
более 50% детей (219 чел.)
с ограниченными
физическими возможностями.

С 2007 года ЖИЛЬЁ получили –
142 таких Семьи,
из них 42 Семьи –
в 2010 году

If there are a few figures that mean different phenomena (an indication of the time and any object or the result, carried out at the time and presented in figures), they stand out in different ways: the oval and underlining. That is, the work of propositional mechanism of the brain's mental functions: two predicative unrelated events. In the last of the above pieces of the text the numerical objects-results (142 and 42) are highlighted in red oval, and the time of their implementation (from 2007 and 2010) – a double red underline. Peculiar verbal and graphical mirroring, introduced in interconnected blue ovals, each of which in spite of a propositional semantic relatedness has a stake in independence, in violation of all the rules of syntax, is characterized by enumeration intonation, as indicated by bold point at the head of the phrase in the second oval. This technique characterizes tonal peculiarity of Tuleyev's style.

А в 2010 году
в Южной Корее –
– стал
ПЕРВЫМ ЧЕМПИОНОМ МИРА
по настольному теннису
среди российских
спортсменов-инвалидов.

The significance of the described event is determined by the release in the red oval the time of its accomplishments, in bold lower case letters – the place of action and in bold capital letters – the result of action, underlined in red. The entire phrase is enclosed in a blue oval. Figure oval demonstrates globally significant result. A tick in the end of the sentence keeps intonation on the rise.

С 1 января 2011 года
ежемесячное пособие
на ребёнка
возрастет на 10%.
Также с 1 января 2011 года
мы увеличим
минимальный размер
Кузбасской пенсии –
с 400 до 500 рублей
ежемесячно.

In these fragments the time is emphasized in bold, means (a monthly allowance – in bold and in red, the minimum amount of benefits – in bold), the percentage growth of the monthly benefit amount and the minimum Kuzbass pension (circled in a red oval and accented with red ticks). I.e. graphical notes are aimed at intonation selection of the verbalized arguments of propositional structure.

Полные Семьи,
где воспитываются
ДЕТИ – ИНВАЛИДЫ,
будут получать –
360 рублей
(было 330),

Significant in this fragment is that some funds will be allocated for the maintenance of children with disabilities. It is not accidentally that the subject for whom the money is allocated, accented by a red double line and the sum is taken in the oval. Double tick indicates the importance of the event.

В 2009 году –
мы создали специальную службу –
(при Центрах
социального обслуживания)
Всего за последние 2 года
воспользовались услугами
социального такси –
более 600 человек.

Всего за последние 8 лет –
(с 2002 по 2009 г.г.)
этой премией были награждены
СТО кузбассовцев.

Repetitions of syntactic organization of a sentence, the initial repetitions – a characteristic feature of A.G. Tuleyev's texts. They influence the listeners, developing their high attention to what was said.

Propositional structure is actualized by the time circled in the oval, the means underlined in the second fragment in blue and the number of circled subjects that used these means (last fragment). Intonational difference goes with wide blue underlining and blue double tick at the end of the sentences in one case, and a red double tick – in the second.

In the following fragments of the text a double red line stands for: the subject of the action, the reward and the reward location. At the end of the phrase there is a double blue or red tick.

Нас всегда радуют достижения
студенческой молодежи.

В 2009 году – завоевал
золотую медаль –
на Сурд –олимпийских
Летних Играх
в Тайване.

Среди самых молодых
участников нашего приема –
Алина Васильева –
из города Гурьевска.

стала ПОБЕДИТЕЛЬНИЦЕЙ
городского фестиваля
любительского кино

Red line also accents predicatively related subject and the place of its residence.

Достойным примером
для многих кузбассовцев
является Семья Приходько
из поселка Яя.

And also the subjects that are close to the family.

Муж – Леонид Ильич
(инвалид второй группы, глухонемой)
вместе с супругой –
Зоей Григорьевной
воспитал двух замечательных,
талантливых
и трудолюбивых сыновей.
(оба инвалиды по слуху с детства).

Syntactic parallelism is a characteristic feature of Tuleyev's discourse which allows to receive the information easily and effortlessly.

Старший, Константин –
владеет несколькими
строительными
специальностями.

Младший, Алексей –
стал программистом.

Intonation of listings is fixed by bold dots. They may be red. At the end of each enumerated words underlined in red, there is a red tick.

Это коснется:
• детей войны;
• тружеников тыла;
• награжденных знаком
«Жителю блокадного Ленинграда»
и других категорий получателей.
В школе:
• есть два
специальных ЛИФТА,
- на каждом этаже (3 этажа)
• нет порогов в кабинетах,
• даже ширина дверных проёмов
больше, чем в обычной школе.
Здесь два современных
тренажёрных зала,
работают кабинеты массажа,
физио-лечения,
стоматологии.

в который входят:

- кабинеты психолога,
- врача,
- стоматолога,
- физио-процедурный кабинет.

На досуге студенты могут посещать:

- кружки художественного творчества,
- изо-студию,
- фото-лабораторию,
- заниматься вокалом.

Or there are blue dots, enumerated words are underlined in red single or double line (with single red or blue ticks with single red or blue ticks after each of the enumerated words). Clarification is accented by a wide blue line.

Илья Муромец,

так же, как и каждый из вас, –

никогда не терял:

- Веру в Бога,
- Веру – в себя,
- свои силы,
- Веру – в Добро.

Как вы знаете, у нас работают

6 Центров реабилитации

для детей и подростков с ограниченными физическими возможностями:

- (в Кемерово,
- Новокузнецке (плюс два филиала),
- Анжеро-Судженске,
- Ленинске-Кузнецком,
- Мариинске,
- Прокопьевске).

У Алины немало талантов:

- и учится на «отлично»

в Томском государственном университете

систем управления и радио-электроники (ТУСУР),

- и увлекается кино.

Either by double blue tick at the end of the enumeration, with double red line underlining repeated words, the blue line specifying the subject.

Николай Николаевич имеет заслуженные награды:

- медаль
- «Воину-интернационасту от благодарного народа Афганистана» (1988 г.)
- и медаль
- «За особый вклад в развитие Кузбасса III степени» (2004 г.).

Считаю, многие из вас –

также могут стать прототипами

- для песен,
- фильмов,
- книг –
- о Героях нашего времени.

There can be blue dots, blue underlining of the enumerated words with red ticks after every single word and double blue tick in the end of the phrase.

хочу поблагодарить:

- РУКОВОДИТЕЛЕЙ предприятий,
- учреждений,
- организаций,
- СОБСТВЕННИКОВ компаний,

которые ПОМОГАЮТ своим Землякам.

Instead of points there can be lines.

провёл колоссальную работу:

- собрал весь материал по Семьям погибших воинов
- в Афганистане
- и Чечне –
- по городу Киселевску.

Они получают здесь востребованные профессии

- (менеджер,
- слесарь,
- портной,
- художник,
- часовщик,
- машиностроитель
- и другие).

Homogeneous terms of clauses linked by enumerative tone presented in the speechwriter's text, like the other fragments of the text in the form of rhymes, are underlined in red with a tick after each word without setting dots or dashes in front of them.

И потому что Победа завоевывается

стойкостью,

решимостью,

твёрдой Верой в свои ценности».

Считаю,

наш Земляк

Сергей Поддубный

не уступает –

по Мужеству,

воле,

настойчивости

своему знаменитому однофамильцу.

Такие ребята, как Алина –

умные,

созидательные

и творческие –

настоящая ГОРДОСТЬ Кузбасса.

Bold dots, signaling the enumeration of the facts and provoking enumerative tone may determine enumerative tone, including the subordinate clause with the connective word *which*. It is also the feature of Tuleyev's style.

«СОЦИАЛЬНОЕ ТАКСИ» –

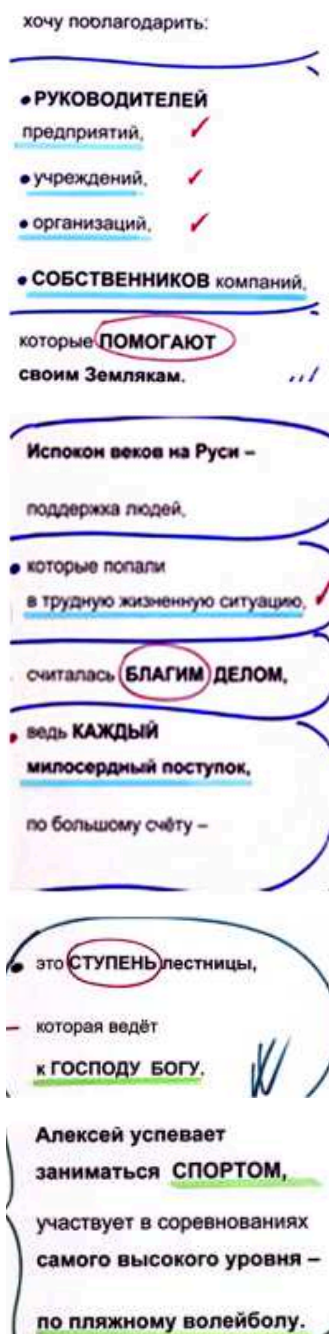
- для перевозки людей,
- которым по состоянию Здоровья

трудно самостоятельно передвигаться на общественном транспорте.

Наша особая забота –

это поддержка Семей,

- в которых воспитываются дети с ограниченными возможностями Здоровья.

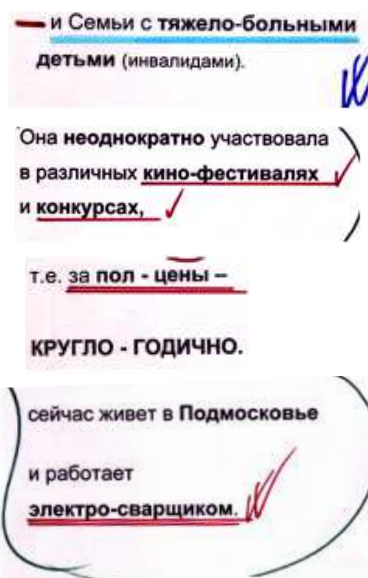


Semantic unity of generic and specific words is indicated by emphasizing the words in one color – a broad green line.

The speaker in his speech intonationally highlights all the graphically designed expressions, and puts the emphasis on those tokens that are relevant specifically for him.

Another feature of the Governor's speeches is deliberately misspelling of difficult words. The text often has separation of parts of a compound word with a hyphen. The use of this type of error has intentional psychological reasons, the speaker "has the desire to understand and" correct "not very usual

morphology of the word, to make it" easier to understand ". [Lavoshnikova 2002: 159].



It should be noted that such key words as faith, goodness, love are always written in the text with a capital letter in bold, determining their significance for the speaker, the penetration into the deeper meaning of these words.

The analysis of the graphic design of the speechwriter's text written for A.G. Tuleyev, the Governor of the Kemerovo Region, shows that the graphics are well designed, typed, promote the

effectiveness of oral utterance of the written text, allow to keep the audience in good emotional stress, cause comprehensible sounding information, form verbal image of the speaker. Supragraphemic and topographemic analysis of a speechwriter's text revealed effects of mental propositional knowledge structures that direct verbalization of speaker's thoughts (this issue in more details will be the subject of another article).

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