

GRAMMATICAL DEVICES CODING EMOTION IN DISCOURSE

In the past several years, the social sciences have been articulating how emotion can impact cognition and social action. A cross-linguistic analysis indicates that languages dedicate phonological, morpho-syntactic and discourse features to intensify and specify attitudes, moods, feelings and dispositions. These features provide an affective frame for propositions they address, (Ochs & Sadlik 7).

The idea of distinguishing a level of affective information within a communicative act is not novel in the field of linguistics. Sapir discussed the link between speech and personality traits, Bühler and Jakobson distinguished the emotive function from referential and conative functions of language. Lyons discussed a level of meaning he termed expressive. And more recently, Irvine has discussed an affective dimension of communication which would take in all levels of linguistic organization as well as nonverbal phenomena and the organization of discourse and interaction.

Affective features in language are members of a set of signs that require human behavior. They are crucial to the process of social referencing in which affective information is sought out and used to assess how one might construct a next interactional move. Linguistic features that intensify or specify affect function are called "affect keys". Affect keys index that an affective frame or process of affective intensification is in play. Affect keys may index anger, sarcasm, disappointment, sadness, pleasure, humor or surprise, coarseness, and gentleness, among many other affective meanings, (Hymes & Gumpers 14-15).

Linguists are interested in the words and structures politicians use to create a certain view of the world. This world view will be directly linked to their purpose and audience and will affect the language they choose in order to achieve a set goal. Lexical and syntactical choices can affect the voters, persuading them to vote for certain policies or personalities. By analyzing these it is possible to identify occasions when politicians try to subvert or obscure issues, evade questions or arouse audience emotion, (Thorne 369).

From the perspective of conveying affect the present article analyses the emotive function and the affective information of some political speeches. As a background for our research we have taken the concept of micro analysis introduced by Teun A. van Dijk. According to him Micro Structure is concerned with the meanings of discourse by investigating and analyzing words, sentences, propositions, and phrases. The concept of micro structure can be of great benefit understanding the affective information contained in political texts, (van Dijk 50).

We know that all influential politicians use language as a means of influencing people. The grammar of political discourse varies, depending upon whether the utterances are spoken or written- , inevitably, written statements tend to be more complex than speeches that have been written to be spoken or oral replies to questions. However, the use of pronouns is significant in that pronominal choices often reflect the ideology of individual politicians by conveying their personal negative and positive attitudes. The connotations of the pronouns selected are not always predictable, but politicians with the same world view will probably choose the same kinds of pronouns,(Thorne 371) .

The present article specifically focuses on the use of the first person plural 'we' and the possessive determiner 'our' as well as the use of the first person singular I and the first person determiner 'my' and the degree of their affect on the reader

Samples of several speeches have served as a basic material for our analysis.

I The predominant pronoun form used in the examples below is the first person plural 'we' and the determiner 'our' . This creates a feeling of unity which is commonly found in party conference speeches. The speaker is addressing an audience of like-minded people and therefore wants to arouse their emotions and to make them feel included.

1. But do you know what **our** secret weapon actually is? **Our** beliefs, and the policies that flow from them .

2 And yes New Labour has a record **we** can be proud of, that in every community in the country **we** see new schools, new hospitals, more teachers, more doctors, more nurses, more police, new Children's Centres. 3. Yes **we** can be proud of the Britain **we've** been building together – dreams achieved, ambitions realized, hopes fulfilled and lives changed. 4 **We** should be proud but never satisfied, because **our** work is not yet done. 5 And **we** are fighting for a future where Britain is not isolated but a leader of Europe, a country that has led the world and will continue to lead the world on protecting **our** planet and securing justice for its poor. 6 And today **we** are setting out **our** plan to build a future fair for all 7 **We** are making these changes because Britain needs to rebuild. **We** need and will renew the economy, renew **our** infrastructure and renew **our** industrial base. 8 And that is why **we** have decided that as a nation and a government that **we will back** British scientists, invest in renewable energy, give priority to biotechnology and advanced manufacturing, encourage digital and creative industries 9 And so today, in the midst of events that are transforming **our** world, **we** meet united and determined to fight for the future. 10 **Our** country confronts the biggest choice for a generation. It's a choice between two parties, yes. But more importantly a choice between two directions for **our** country. 11 Because **we** are the Labour Party and **our** abiding duty is to stand. And fight. And win. And serve.

II In the coming examples the use of the first person singular pronoun presents Brown as a unique figure and a leader who has an individual role as Prime Minister as well as a party member.

1. You know somebody asked me the other day what **my** secret weapon was for the election. 2 And **I** have concluded that the very values that made our country great – the values of fairness and responsibility – are the surest foundations of *our future* success. 3 And so **I say today** to every progressive in Britain – of every hue and every background.3 so today **I issue a call** to every progressive to come together to fight for the values we cherish and the country we *love*. 4 And **I'm** here to listen, because recent weeks have seen a renewed focus on what it is to be British and what we value about the British way of life: 5 Like you **I'm** very proud of being British; proud of British values, proud of what we contribute to the world. 6 **I** want a Britain that is even more open to new ideas, even more creative, even more dynamic and leading the world. 7. And just as **I** have said that the market needs morals **I** also say that politics needs morals too.8. It was only a year ago that the world was looking over a precipice and Britain was in danger. **I** knew that unless **I** acted decisively and immediately, the recession could descend into a great depression with millions of people's jobs and homes and savings at risk. 9. And **I** say a party that makes the wrong choices on the most critical decisions it would have faced in government should not be given the chance to be in government. 10. And **I** can also announce that we will work with the Eden project and Mayday Network to create the biggest group of green work placements we have ever done- up to 10,000 green job placements so that our young people can make the most of the opportunities the low carbon economy will open up to them. 12 And so **I** say to you today; Labour fought for the Natinal Health Service, you fought to save and invest in the NHS, and because you did, you are saving lives every day. You should be very, very proud.

From all the things said above we can conclude that the role of personal pronouns is really significant and reforming in the foundation of building political speeches.

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Քերականական միջոցները որպես էմոցիայի պայմանաւնիչ խոսույթում

Հոդվածում քննարկման հիմնական առարկան լեզվի բառային միջոցների՝ դերանունների օգնությամբ ազդեցության ստեղծման խնդիրն է: Տեքստի ազդեցության միջոցների մասին ընդհանուր գաղափար տալուց հետո, մանրամասնությամբ ներկայացվում է անգլերենի «մենք» անձնական դերանվան և ստացական հոլովով դրված համապատասխան «մեր» դերանվան կիրառումը՝ որպես միջոց ազդելու մարդկանց ընդհանուր կարծիք ձևավորելու գործընթացում, ինչպես նաև «ես» անձնական դերանվան հաճախակի շեշտադրումը քաղաքական գործչի կողմից՝ իր սեփական ներդրումը և իրեն որպես առաջնորդ ու պատասխանատու անձ ներկայացնելու նպատակով: Բազմիցս շեշտվում է, որ նշված ելույթներում միասնության գաղափարի ազդեցությունը վերը նշված դերանունների օգնությամբ հանրության վրա ազդեցության ամենաբարձր կետն է: Սույն հոդվածում ազդեցության ստեղծման մեջ մեծ կարևորություն ունեցող լեզվական միջոցներից մասնավորապես առանձնացված են այն դերանունները, որոնք նկարագրում են քաղաքական գործչին որպես վառ անհատականություն, առաջնորդ, ով հանդիսանում է իր կուսակցության ու իր ժողովրդի մի մասնիկը: Որպես օրինակ հոդվածում զետեղվել են Մեծ Բրիտանիայի նախկին վարչապետ Գորդոն Բրաունի մի քանի ելույթները:

Այսպիսով, կարելի է եզրակացնել, որ ազդեցության ստեղծումը իրենից ներկայացնում է տարաբնույթ և աստիճանական գործընթաց, որը հոդվածի շրջանակներում ենթարկվել է համապատասխան վերլուծության: