

## TECHNIQUES OF THE MODERN LEADER'S SPEECH WRITING

A masterful representation of speechwriting implies stylistics and rhetoric [1]. These sciences establish credible relations with the speaker, reach an emotional bond between the speaker and the audience. **Imagery means**, such as metaphor and simile, are widely used: «Like being savaged by a dead sheep» (expression from a speech in the House of Commons in June 1978) [3]. This simile appeals to the audience and makes an emphasis on required issues clearly.

Another tool is **repetition**. For example: «There are some of us... who will fight, fight, and fight again to save the party we love» (Hugh Gaitskell) or «Ask me my three priorities: education, education, education» (Tony Blair) [3]. One more 'cunning' technique is **puzzle-solution**. It has three stages: a speaker sets out a puzzle (Three kinds of lies... what are they? All right then, what are your three priorities?), dramatically makes a pause, and provides a solution. Another method used by the leader's speech-writers is the **compare-contrast** approach. For example, such phrases as: «I come to bury Caesar, not to praise him...»; «All this we can do, and all this we will do» appeal to the audience straightforwardly and focus on the informational focus [3]. **Alliteration** can be considered as the fifth and conclusive writing skill implemented by a leader's speech creator. For example: «We remain the most prosperous, powerful nation on Earth» (Barack Obama) [3].

Moreover, in spite of used techniques of leader's speech writing, one should focus on the role and influence of speech on the target audience. The speech should be direct because the central idea is of high importance. At the same time, it will be better if the audience thinks that the speech is given in a conversational manner. Therefore, it's appropriate to use jokes at the beginning of the speech in order to gain the attention of the target audience. The middle of the speech needs appropriate structure and before talking about core issues, the audience should be told beforehand about them [2].

Consequently, the leader's speechwriting requires well-developed writing skills and awareness of the used techniques of the 21<sup>st</sup> century. In order to reach the overall positive effect of the leader's speech, its techniques appeal to the consciousness of the audience and their understanding and memorizing of the core aspects of the speech.

### Література

1. Cornbleet S. The Language of Speech and Writing. New York: Routledge 2001. 153 p.
2. Famous Speeches That Changed the World. URL: <https://www.biographyonline.net/speeches.html>

3. Semino E. *Corpus Stylistics: Speech, Writing and Thought Presentation in a Corpus of English Writing*. New York: Routledge, 2004. 306 p.