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### THE COMMUNICATIVE STYLE OF THE U. S. AMBASSADOR TO UKRAINE G. PYATT

*Стаття присвячена ідеї, про те що мовна діяльність дипломата може впливати на суспільне сприйняття, і, щоб досягти мети, дипломати намагаються впливати на аудиторію. У статті висвітлюються особливості стилів спілкування в дипломатичному дискурсі. Автор аналізує основні стилі спілкування та підходи до їх вивчення. Особлива увага приділяється типам вербальних стилів спілкування в сучасному англійському дипломатичному дискурсі. Автор розглядає деякі мовні особливості мови дипломата як інструменту можливих маніпуляцій громадською думкою. Дослідження проводилося на основі текстів публічних виступів та інтерв'ю, що стосуються подій в Україні в 2013 і 2014 рр., і належать послу США в Україні Дж. Пайетту. Установлено, що такі типи комунікативних вербальних стилів, як прямий, точний, особистий та інструментальний є найпоширенішими в дискурсі дипломатів.*

**Ключові слова:** вербальний комунікативний стиль, дипломатичний дискурс, дипломатичний дискурс, вербальні засоби впливу.

*Статья посвящена идее о том, что языковая активность дипломата может влиять на общественное восприятие, и, чтобы достичь цели, дипломаты пытаются влиять на аудиторию. В статье освещаются особенности стилей общения в дипломатической речи. Автор анализирует основные стили общения и подходы к их изучению. Особое внимание уделяется типам словесных стилей общения в современном английском дипломатическом дискурсе. Автор рассматривает некоторые языковые особенности речи дипломата в качестве инструмента возможных манипуляций общественным мнением. Исследование проводилось на основе текстов публичных выступлений и интервью, касающихся событий в Украине в 2013 и 2014 гг. и принадлежащим послу США в Украине Дж. Пайетту. Автор установил, что такие типы коммуникативных вербальных стилей, как прямой, точный, личный и инструментальный являются наиболее распространенными в дискурсе дипломата.*

**Ключевые слова:** вербальный коммуникативный стиль, дипломатический дискурс, дипломатическая речь, словесные способы воздействия.

*The article focuses on the idea that language activity of a diplomat involves influence on public consciousness, and to achieve the goal diplomats try to affect the audience verbally. The article highlights the features of verbal communication styles in diplomatic speech. The author analyzes basic verbal communication styles and approaches to their study. A special attention is paid to the varieties of verbal communication styles in modern English diplomatic discourse. The author views certain linguistic features of the speeches given by the diplomat as a tool of possible manipulation with public opinion. The investigation was carried out on the basis of transcripts of the U.S. Ambassador to Ukraine G. Pyatt's public speeches and interviews concerning the events in Ukraine in 2013 and 2014. The author has established that such communicative verbal styles as direct, exacting, personal and instrumental are the most common for diplomatic discourse.*

**Key words:** verbal communicative style, diplomatic discourse, diplomatic speech, verbal means of influence.

**Introduction.** Diplomatic discourse cannot be imagined without language. Language forms its basis and is a tie between society and representatives of diplomacy. Various linguistic means help achieve the main purpose of the diplomatic discourse, which is persuasion, influence and motivation of the recipient to act in the interests of the speaker. Communicative style of the speaker is one of the above mentioned means.

The concept of "communication style", or "communicative style" has recently been very popular due to the expansion of a range of linguistic studies. The basis of the diplomatic speech is a thoughtful use of specific communication styles to persuade the recipient. Nowadays, a research of the communication styles use in diplomatic discourse is a very important issue that needs a thorough study, especially before a military conflict. That is because the modern diplomatic speeches may influence somehow audience and contain some verbal means which can help achieve an intended effect and influence the audience.

**The purpose** of the article is to clarify the role of communication styles in the modern diplomatic discourse, particularly on the eve of military conflict. Achieving this goal involves solving the following tasks: to highlight the features of communication styles in diplomatic discourse; to characterize major communication styles and the criteria for their analysis; to identify and illustrate the examples of consistency of the specific of verbal communication style with modern English-speaking diplomat.

**Theoretical background.** A number of works are devoted to the topic of communication styles and discourse. Among them are works by W. Gudykunst, S. Ting-Toomey & E.Chua (1988), V. Karasik (2004). The recent research papers by Ukrainian linguists D. Kalishchuk (2014), N. Kashchishyn (2014) has been dedicated to the political and diplomatic discourse. However, the topic of communicative styles in modern diplomatic discourse has not yet been investigated and needs further research.

**Materials and methods.** In order to solve the specific tasks the following methods were used: *method of contextual analysis* for identifying a set of linguistic and extra-linguistic factors of impact on specificity of English diplomat verbal behavior in speeches and interviews; *descriptive method* for studying and describing of verbal communication styles inherent in investigated speeches; *method of contrastive analysis* for matching and comparing styles in the speeches. Among the sources that were used in the research, were speeches and interviews of G. Pyatt, the U.S. Ambassador to Ukraine. The total amount of 18,163 words was analyzed.

**Results and discussion.** Van Dijk in his work *Structures of Discourse and Structures of Power* writes about discourse and its strong persuasive social power. He focuses on discourse as a specific "textual" form of language use in the social context and only some of the sociolinguistic work that deals with the role of dominance or power in language variation and style. According to his research every institutional type of discourse has its own style, which helps to persuade the audience. Social power, according to him, is a property of the relationship between groups, classes, or other social formations, or between persons as social members. Van Dijk argues that a social control can be maintained through the discourse and its style plays a crucial role in achieving the goal like that [4, p.18–50].

Style is a meta-message that contextualizes how individuals should accept and interpret a verbal message. Verbal style carries the tonal coloring of a message. It is expressed through shades of tonal qualities, modes of nonverbal channels, and consistent thematic developments in the discourse process. Stylistic mode of language, according to Katriel, refers to the "tonal coloring given to spoken performance, their feeling tone". Of the four stylistic modes of verbal interaction, the research evidence on the direct-indirect style dimension is the most extensive and persuasive [5, p.100].

In this research, four stylistic modes are analyzed: direct versus indirect style, elaborate versus succinct style, personal versus contextual style, and instrumental versus affective style.

As Gudykunst (1988) notes, the direct-indirect style refers to the extent speakers reveal their intentions through explicit verbal communication. The direct verbal style refers to verbal messages that embody and invoke speakers' true intentions in terms of their wants, needs and desires in the discourse process. The indirect verbal style refers to verbal messages that camouflage and conceal speakers' true intentions in terms of their wants needs, and goals in the discourse situation [5, p.100].

Ambassador G.Pyatt uses a **direct** communicative style in all his speeches. He speaks straight to the point and reveals his true intentions. He doesn't use words like "maybe" or "possibly", which are the indicators of an indirect style. The speaker uses clear and definitive statements and makes his points with conviction, for example: "I am confident that Ukraine has the talent, the skill, some of it in this room, and the vision to overcome these challenges and reap their many rewards", "I am convinced that Ukrainian, U.S., and European companies can work hand-in-hand with local and regional authorities to bring these ambitious plans to fruition, etc. G.Pyatt uses words like "should", "would" , "no", "certainly", etc. in all his speeches which are also characteristic for the direct type of communicative style, for example: "No it's not", "And I should say...", "But I can certainly say that there's no way in which this referendum announcement advances that goal", " And I should emphasize that it's not just...", "...but I would say I work everyday with Ambassador Tombinski...", " No, nothing like that", "...we're certainly going to continue...", " It certainly looks like terrorism to me...", " but there should be no doubt in anybody's mind based on what's been available on social media...", "Certainly there seems to be...", "I would note, for instance, that the legitimately elected assembly...", "...we certainly believe that Russia is exercising influence across Eastern Ukraine...", "So there's certainly no reason why the election should not go ahead", "we certainly acknowledge the requirement", etc.

In the following paragraph, we draw our attention to a discussion of the verbal elaborateness and succinctness dimension. Different cultural assumptions underlie the dimension of verbal elaborate

style and verbal succinct style. This dimension encompasses three verbal stylistic variations: elaborate style, exacting style, and succinct style. The dimension deals with the quantity of talk that is valued in different cultures. The elaborate style refers to the use of rich, expressive language in everyday conversation. The exacting style echoes the concept of Grice's "quantity maxim", which in effect states one's contribution in language interaction ought to be neither more nor less information than is required. Finally, the succinct style includes the use of understatements, pauses, and silences in everyday conversation [5, p. 105].

The ambassador prefers the **elaborate** style to succinct. However, G.Pyatt also uses the exacting style. Some speeches [2; 8; 9] contain rich and expressive language in which the diplomat uses different proverbs and quotations, for example *"Ukraine truly is standing at a crossroads..."*, *"President Yanukovich has often said that the Summit in Vilnius is the beginning, not the end of Ukraine's European aspirations"*, *"Change is good"*, *"With change comes opportunity"*, *"...the wheel of democracy turned on in the Rada..."*, *"Russia today is being informed by fairy tales or nightmares..."*, *"...we're all keeping a very close eye on that..."*, *"...this new puppet government..."*, *"We haven't gone down that road yet..."*, *"...leaving behind the egregious corruption of the past..."*, etc. The other speeches [3; 4; 5; 6; 7; 10; 11; 12; 13; 14; 15] describe exactly the intentions of the speaker and do not contain additional words, so they are written in an **exacting** style.

According to Gudykunst (1988), verbal personal style is individual-centered language while verbal contextual style is role-centered language. Verbal personal style refers to the use of certain linguistic devices to enhance the sense of "I" identity, and verbal contextual style refers to the use of certain linguistic signals to emphasize the sense of "role" identity. In the verbal personal style, meanings are expressed for the purpose of emphasizing "personhood," while in the verbal contextual style meanings are expressed for the purpose of emphasizing prescribed role relationships [5, p. 109].

Ting-Toomey in her work distinguishes between the same two types of verbal styles, however, names them differently: person-oriented style and status-oriented style. The person-oriented verbal style is individual-centered verbal mode that emphasizes the importance of informality and role suspension. The status-oriented verbal style is role-centered verbal mode that emphasizes formality and large power distance. The former emphasizes the importance of symmetrical interaction, whereas the latter stresses the asymmetrical interaction. The person-oriented verbal style emphasizes the importance of respecting the unique, personal identities in the interaction. The status-oriented verbal style emphasizes the importance of honoring prescribed power-based membership identities. Those, who engage in status-oriented verbal interaction, use specific vocabularies and paralinguistic features to accentuate the status distance of the role relationships. [6, p. 106].

The use of pronoun "I" is a marker of **personal** communicative style in the speech, for example: *"Yeah, I think, I have to defer to the President on that question."*, *"Well, I think that, in fact has already been established"*, *"I think everybody in Ukraine is expecting this to be an important election, in many ways perhaps the most important election in the history of independent Ukraine"*, *"I'm not a romantic, I'm a realist"*, etc. The speeches are not status and role oriented, so they are not written with the use of contextual style.

The instrumental verbal style is sender-oriented language usage and the affective verbal style is receiver-oriented language usage. The instrumental style is goal-oriented in a verbal exchange, and the affective style is process-oriented in a verbal exchange. The instrumental style relies heavily on the digital level to accomplish goal objective and the affective style relies heavily on the analogic level to negotiate relational definition and approval. In an instrumental communication pattern, people assert themselves understood by talking whereas in a situation communication style people try to defend themselves either by vague expressions or by not talking [4, p.112–113].

G.Pyatt uses **instrumental** communicative style in the speeches we have studied. His discourse is goal-oriented in a verbal exchange and the thoughts of G.Pyatt are perceived as accurate facts that capture the totality of reality. The audience does not need to use intuitive sense in order to understand the speeches properly. The diplomat tries not to express his own feelings about things he talks about, which is also a marker of instrumental communicative style.

Table 1 shows the verbal communicative styles used by Geoffrey Pyatt in his speeches and interviews in 2013–2014.

**Communicative Styles in Speeches by Geoffrey Pyatt**

Communication Style	October 19, 2013	February 20, 2014	February 21, 2014	February 23, 2014	February 24, 2014	March 6, 2014	March 10, 2014	March 17, 2014	April 4, 2014	April 14, 2014	May 4, 2014	May 27, 2014	June 24, 2014	October 28, 2014
Speech #	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Direct	+	+	+	+	+	+	+	+	+	+	+	+	+	+
Indirect	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Exacting	-	+	+	+	+	+	-	-	+	+	+	+	+	+
Elaborate	+	-	-	-	-	-	+	+	-	-	-	-	-	-
Succinct	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal (person-oriented)	+	+	+	+	+	+	+	+	+	+	+	+	+	+
Contextual (status-oriented)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Instrumental	+	+	+	+	+	+	+	+	+	+	+	+	+	+
Affective	-	-	-	-	-	-	-	-	-	-	-	-	-	-

**Conclusions and prospects of the research.** We believe that a properly selected communicative style ensures the success of speech perception by the audience. As it can be seen from the above analysis, all speeches and interviews we have analyzed are written mostly with the use of direct, exacting, personal and instrumental styles. In some speeches and interviews, G. Pyatt uses elaborate verbal communicative style, however not often. The chosen by the United States ambassador to Ukraine verbal communicative styles are the most typical for English-speaking nation and the easiest to European listener understanding. Language activity of a diplomat involves influence on public consciousness and to achieve the goal diplomats try to influence the audience verbally. Further research will be devoted to the analysis of speeches given by other diplomats, especially on the eve of military conflict and their comparison.

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### **ФОРМАЛЬМА АКТУАЛІЗАЦІЯ ПРЕЦЕДЕНТНИХ ТЕКСТІВ ЯК СПОСІБ ТРАНСФОРМАЦІЇ ЦИТАТ У ГАЗЕТНОМУ ЗАГОЛОВКУ**

*У статті окреслено формальну актуалізацію прецедентних текстів як спосіб трансформації цитат в англomовному газетному заголовку та розглянуто типологію формально актуалізованих прецедентних текстів за період 2009–2013 рр.*

**Ключові слова:** прецедентний текст, формальна актуалізація, узуальна/оказіональна актуалізація, буквалізація, транспозиція, контамінація, асоціативне поєднання.

*В статтє обозначено такую методологию как формальную актуализацию прецедентных текстов как способ трансформации цитат в англоязычном газетном заголовке и рассмотрено типологию формально актуализированных прецедентных текстов за период 2009–2013 гг.*

**Ключевые слова:** прецедентный текст, формальная актуализация, узуальная/оказиональная актуализация, транспозиция, контаминация, ассоциативное совмещение.

*The article delves into the problem of formal actualization of precedent texts as a way of quotations transformation in the English newspaper headlines and examines the typology of formally actualized precedent texts for the period from 2009 to 2013.*

*Formal actualization is typical of precedent texts in the newspaper discourse when weakening or complete leveling of the quotes links with the source text can be noticed. These intertextual inclusions are contextually motivated and more independent from the content of the source text, but they are of intertextual nature as precedent text is a specific form of information expression.*

*Structural methods are not characteristic of formal actualization of quotation transformation, because this type of actualization presupposes semantic changes: intertextual unit in this case reduces or completely loses contact with the original source text. This is directly related to the semantic change of any quotation complex, which now focuses on the meaning of the recipient text: associations relating to its original use are optional or redundant and are intended to create additional stylistic effect.*