L

guage is very powerful. Thanks to language, people have the opportunity to exchange ideas and information concerning various walks of life: culture, science and politics. It is clear that in communication, to achieve various goals, a large quantity of means of communication are used in certain communicative situations: words, phrases and especially voice, gestures, facial expressions and body movement.

Political communication differs a great deal from usual interpersonal communication. The purpose and the message to the recipient changes which has an effect on the form of the narrative. Speech is primarily a means of acquiring and maintaining the authority of power. Words and gestures in the language of power lose their basic meaning. In order to achieve their goals, politicians often use manipulation and suasion.

Among the most important political speeches are statements from heads of state. A speech from the President of a country not only affects the creation of a positive image of the country in the minds of citizens and increases their sense of security and stabilization, but also has an impact on the strengthening of the state’s position in the international arena.

A particular type of speech is a political statement. The ability to influence public opinion with the help of public speaking has always been a great mystery and a great art. In order to fully understand the mechanism of political speech, those taking part in a master class at the Y.V. Gromyko Higher School of Economics analyzed the speeches of different politicians in different countries in different historical eras. They were the speeches of US President Abraham Lincoln (at the opening of the memorial cemetery at Gettysburg in 1863), President Putin of the Russian Federation (an address to the Federal Assembly in 2002) and the speech of US Presidential candidate Lyndon LaRouche (at a conference in Germany in 2003). The analysis of all these speeches led to the following conclusions:

- The text of political speech has considerable power if it contains a reference to a real-life situation.
- The subject of political action is closely linked with the form of speech in which they conducted.
- The form of political speech is determined by to whom it is intended or directed and its purpose.
- It is possible to assess political action from the point of view of the feasibility of action [5].

Success or failure in elections to a large extent depends on the verbal behavior of the political elite. Choosing a strategy of verbal behavior depends on the goals which the politician wishes to achieve by using their speech. The main goals are:

- Convince the target audience of the validity of their judgments so that they will vote for a certain candidate, party or bloc, by presenting convincing arguments or through defamation of a political opponent in the eyes of voters.
- Earn a reputation or strengthen their image.
- Convince the target audience to agree with the speaker and their opinions and accept their point of view.
- Create a certain emotional mood and trigger a certain attitude of the target audience.
- Impart knowledge to the target audience and inform them.

It is necessary to consider the sociological factors that affect the culture of speech of the modern political elite of Russia. Russian voters are not very susceptible to speeches. They want a politician talking to them using clear language in which they communicate daily, without dressing it up. Voters are accustomed not to trust the words of politicians. It is obvious to them that the speaker says one thing, implies another and thinks a third. For example: Alexander Lebed said things such as: “дау первыми в одной борьбе не ужиться” [7, p. 24], although they are a long way from examples of eloquence, they still increased popularity among the electorate. As evident from that issue, Russia is quite different from the West.

Speech always plays a big role for maintaining or gaining the authority of power of its representatives and transmitters. A low level of speech culture of a politician can lead to a decrease not only in their authority among the electorate, but also in the authority of the power they represent.

Western politicians pay a great deal of attention to their speeches and spend a lot of time preparing to speak properly and speak well in public. Soviet practice of preparing written texts and reading them on a piece of paper has led to a lot of people in the world of politics, economics and culture to forget about eloquence and the art of oration. New living conditions in modern times in Russia have led to the leadership of the country of educated people who can speak well and speak in public, but at regional level there are still many people who are unprepared for new conditions.

We must remember that speech is the identity of not only the person, but also the organisation, the party and the country which this person represents. Speech plays its part as one of the most important components in the creation of the image of a court, statesman or politician. It is important not only for the elementary culture of speech but also for its rhetoric skill [1].

Each politician has their own style of speech which manifests itself in their words, pronunciation, energy and gestures. “Политик должен говорить просто, но не упрощенно; остроумно, но не вульгарно; литературно, но не заумно” [8]. Of course, Presidents do not prepare all their own statements themselves. Scriptwriters take care of this all over the world; they are specialists in preparing speeches for prominent politicians. Preparing a speech is an intimate process. While all are well aware that the President has his assistants, whom he calls his advisers, no one speaks of this loudly. It is said that Putin has approximately 30-40 advisers working for him. During the preparation of Presidential speeches, his speech writers must take into account the nature, characteristics, diction and mannerism of their “client”. You could say that in a sense, speech writers identify with those for whom they write. Although politicians may have a staff of assistants, they carry the responsibility for the words spoken themselves.

Some believe that if there is any spontaneity in the behaviour of the head of state, then it is an innate trait. This applies especially to verbal behaviour which is easier to control than, for example, facial expressions or gestures. Even in Putin’s speeches spontaneity manifests itself several times, which was probably not the result of the actions of speechwriters.

Irina Vepreva, Professor of Rhetoric and Stylistics of Russian, notes that there is a tendency of the simplification of language in speeches of Russian politicians following Putin. It often appears as using colloquial language and sometimes even blatantly rude
expressions. This is a consequence of the democratization of language which “had been a project of the entire society, and speechwriters, Putin’s speech turned into a model of excellence” [12].

The Russian President has given political history many expressions which now form part of eloquent expressions. In 2005, affirming that Russia would not negotiate any territorial claims with the Baltic States, Putin said: “The Pulkovskiy district is not for sale” [12]. Putin’s response to the question of a French journalist at the Russian EU summit in November 2002 gave rise to many comments. The journalist asked why Russia font other, for example: “If you want to know more about the events in Chechnya and the eradication of terrorism, the President of Russia, the President of Chechnya, etc.” [12].

The Russian President introduces several real-life examples in his speech to the Federal Assembly of the Russian Federation (Moscow, 26 April 2007).

Context of the speech.

President Putin gives his annual Address to the Government of the country in the Kremlin. The context of the speech has an affect on his behaviour. He is sure of himself and he acts as the head of state. He can afford to comment on any issue and to present the public with his political program [13]. Thanks to the work of experts on political marketing and consulting and of speechwriters, Putin’s speech turned into a model of intelligibility and precision.

Address to the Federal Assembly of the Russian Federation.

(Moscow, 26 April 2007)

Form of the speech.

An Address – a written request from a statesman on some important political or public issue. An Address is a particular genre of the head of state talked about the situation in the country and the main directions of domestic and foreign policy. The style of the words and the linguistic and extralinguistic means fully comply with the audience. It is a statement made from notes [10]. It is carefully prepared in advance; all information is selected and presented in a certain order. Of course, the listener should feel the mind of the speaker working, and to achieve this, it is particularly important to maintain contact with the audience.

Purpose of the speech.

An Address is an important part of the work of the government, an indication of Russia’s place in the international arena and an outline of the goals of the next decade. Putin informed the citizens about what intentions he and the government managed to implement what prospects Russian has for the future.

Topic of the speech.

Vladimir Putin began his speech with a reminder of the achievements of Boris Yeltsin for the consolidation of democracy in Russia and called upon the government to honour his memory with a minute of silence. He then moved on to a list of the most important events of 2007: The State Duma elections and the proclamation of 2007 as the Year of the Russian Language. He highlighted the importance of the forthcoming elections of the State Duma in connection with the introduction of a new order. He also listed a number of problems which the state was facing: increasing the volume of regional and local authorities, improving the library system, the creation of the Presidential Library named in honour of
Boris Yeltsin, the expansion of construction for new housing, increasing the size of pensions, maintaining the development of small businesses, strengthening the Armed Forces, the efficient use of foreign credits. Following that, the President moved onto Russian foreign policy. He expressed his dissatisfaction with the CFE Treaty (Treaty on Conventional Armed Forces in Europe): “Пора наполнить ОВСЕ реальным содержанием, повернуть организацию лицом к проблемам, действительно волнующим народы Европы, а не искать только «блох» на постсоветском пространстве” and the plans to place anti-missile defence in the Czech Republic and Poland. In conclusion, he recalled the upcoming enlargement of the Union. Following that, the President moved on to the plans to place anti-missile defence in the Czech Republic and Poland. In conclusion, he recalled the upcoming enlargement of the Union.

Linguistic Means. In the Address under examination, Putin used a number of methods which allowed him to emphasize important information in the text. Ways to achieve this are characteristic of the verbal behavior of the President and he uses them in almost all his speeches. At a lexical level, it is carried out using the words:

- обращать внимание: „Обращаю ваше внимание: мы по сути, открываем еще одну сопоставимую с общим финансирование науки, направление почти в таком же объёме!“. „Обращаю внимание на то, что впервые в Европе могут появиться элементы американского стратегического оружия“.
- подчеркнуть: „(…) хочу особо подчеркнуть необходимость создания эффективной системы исследований и разработок в области нанотехнологий, основанных на атомном и молекулярном конструировании“.
- „(…) ещё раз подчеркну, я надеюсь, что в органах власти сознают, что они, без них, просто не смогут подойти к этому вопросу, это сейчас такая базовая, кирпичная необходимость“.
- особенно: „(…) именно поэтому мы должны очень сильно менять место бюджетах Российской Федерации выросло в шесть раз“.
- отметим: „Отметчу также, что все более конструктивным становится наше партнерство с Евросоюзом“.
- хотел бы отметить, что, “в любом случае, здесь мы должны двигаться дальше, на более эффективные методы, которые могут быть использованы“.
- отметим: „(…) только с этих точек зрения мы сможем правильно определить ориентиры развития страны“.

Putin uses demonstrative pronouns to emphasize what he considers important: “For example, the President said in his speech in 2004 that: “(…) в этом случае мы сможем правильно определить ориентиры развития страны“. “(…) в этом случае мы сможем правильно определить ориентиры развития страны“. “(…) в этом случае мы сможем правильно определить ориентиры развития страны“.

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составляла идея общего мира – общего для людей различных национальностей и конфессий”.

To maintain contact with the audience, Vladimir Putin often asks rhetorical questions, not orders: “(…) бесспорным? Поэтому акцент должен быть сделан на увеличение доли угольной генерации нового поколения”, переформулировать организацию лиц к проблемам и слов в фигуративном смысле, to influence the imagery of the speech: “Пора наполнить деятельность ОБСЕ реальным содержанием, повернуть организацию лиц к проблемам, действительно волнующим народы Европы, а не искать только “близ” на постсоветском пространстве”.

Extralinguistic means.

As previously mentioned, the gestures of the President during his speeches in front of his fellow citizens is limited. His hands were almost the entire time on the podium and from time to time he leaned his whole body on his left hand, but nevertheless his body movements were limited. Several times, Putin has made a significant gesture with his hands: Showing the amount of funding for science for the first time (почти в таком же объёме!), and for the second time by listing the individuals of those who have a special dedication to the CFE Treaty, the President notes: “This is a moment that everyone was anticipating as it was the Presidential election in Russia and it was, at that time, the most important matter for each and every Russian. The audience applauded Putin’s statement that “political testament” was still “premature”.

An important phonetic device used by Putin is the composition of logical accentuation, which emphasizes the most significant sentence of the speech.

Political speech mastery demands careful preparation of politicians and long-term work under the guidance of experts in the field of public relations. Only when there is a clear oral talent, but it can be developed. A good example is the way Putin, from an unknown civil servant, always sounded like a well-known, effective speaker.

The most important is that Putin has managed to respond to all the needs of the Russian people, who are in need of a “strong hand” in the sense of security and stabilization. Vladimir Putin has provided society with everything it needs.

After analyzing the speech of Vladimir Putin, we can summarize that what is most important in the speeches of politicians is intelligibility and clarity. You can achieve your purpose by talking straight with simple sentences and using vocabulary appropriate to the audience. This analysis demonstrates perfectly that a selection of certain linguistic and paralinguistic tools is highly dependent on the issue, the role and purpose of the speech.
Practical knowledge of languages (UDC 81 '24)

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ON THE CONCEPT OF DISTANCE TRAINING COURSE "METHODS OF TEACHING RUSSIAN AS A FOREIGN LANGUAGE (RFL): TRADITIONS AND INNOVATIONS"

The article explains the approach to the design of the distance course "Methods of teaching Russian as a foreign language (RFL): traditions and innovations" for the training of teachers of Russian as a foreign language. Through years of experience of the teaching Russian language and of the training teachers of Russian language for foreigners are defined topics, which, on the one hand, these are basic, on the other hand, cause some difficulties in the process of teaching Russian as a foreign language. The aim of the course "Methods of teaching Russian as a foreign language (RFL): traditions and innovations" is to acquaint Russian teachers with traditional teaching methods RCT and latest research of the problems of teaching Russian as foreign. Authorial educational materials designed specifically for students of distance learning course. The acquired knowledge students can directly use in their practice.

Keywords: distance course, Russian as a foreign language, training of teachers, authorial educational materials.