

Linguistic means expressing the category of evaluation in public political speech

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Abstract— In our work we analyze the main linguistic means of expressing evaluative meaning in public political speeches of Otto von Bismarck. Linguistic problems of the evaluation category have been researched by scientists since ancient times (works of Aristotle, J.Locke, N. D. Harutyunova). Evaluation is characterized by a number of criteria, ones of them are means of its expression in language. We think the functioning of the evaluation category in public political speeches of the first Germany Chancellor is interesting as an important aspect of linguistic personality. Otto von Bismarck's political speeches were used as a material for our work (the analysis is carried out on 3 speeches of the politician).

Keywords—linguistic means, public political speeches, the evaluation category, the linguistic personality, the composition of the speech, the skill of public speaking.

I. INTRODUCTION

Knowledge of both cultural and linguistic aspects of communication is of great importance for successful intercultural communication. The language aspect involves not only knowledge of different language levels, but also includes knowledge concerning construction of different text types with different functional orientations. In this regard the texts of public speeches by prominent political speakers are of particular interest. The structure of these speeches is determined by their communicative and pragmatic purpose and the special nature of the communicative situation with a pronounced focus on the recipient. Therefore, it would be logical to claim that the category of the modal plan, which includes the category of evaluation, will take a significant place in the structure of the text.

This study involves identification of evaluation objects in the structure of text – speech and the analysis of the most frequent language means of expressing evaluative meaning. The results of the analysis can demonstrate the skill of public speaking. They will help to learn how to influence the audience effectively at the verbal level in order to achieve the desired success. The choice of research material seems justified.

II. RESEARCH AND METHODS

We conducted a study on the material of two speeches by Otto von Bismarck: "Die deutsche Einheit" - "German

unity" (3.12. 1850g.) and "Die europaeische Lage" - "General situation in Europe" (6.02.1888).

Otto Bismarck (1815-1898), the Iron Chancellor, the greatest Prussian-German political leader and diplomat of the highest class had a great influence on the fate of Europe and the world. His name is associated with a number of important events of German and European history, including the creation of the Triple Alliance of Germany with Austria and Italy and, above all, unification of Germany and the creation of the German Empire implemented through the policy of "iron and blood".

As a politician and diplomat, Bismarck not only had and presented his views, but "brought them to a logical end and expressed them with such fearlessness and frankness that shocked his like-minded people..." [1].

Otto von Bismarck was born on April 1, 1815, in Schoenhausen Germany. He is a German politician who united the German Empire and became its Chancellor. He was a defender of "blood and iron" policy. He studied law in Goettingen and Berlin. He was an opponent of German unity and a supporter of Austria. From 1847 to 1848 he was one of the most reactionary deputies of the 1st and 2nd United landtags of Prussia, a supporter of the armed force usage to suppress the revolution. Since 1849 Bismarck was a member of the Prussian chamber of deputies, and since 1850 he became a member of the Erfurt Parliament. From 1851 to 1859 the politician represented Prussia in the Bundestag in Frankfurt am Main, and then he turned into an enemy of Austria and a supporter of German unity under the hegemony of Prussia. Since 1862 he became the Minister-President and the Minister of foreign Affairs in Prussia. In 1865 Bismarck was elevated to the count's dignity. After the establishment in 1867 of the North German Confederation he became the State Chancellor. After the war from 1870 to 1871 followed by the formation of the new German Empire, Bismarck became its Chancellor. From 1871 to 1890 was Reich Chancellor of the German Empire. From 1872 to 1875 he carried out the activities of the so-called "Kulturkampf". In 1879 Bismarck achieved the adoption of the Reichstag protectionist customs tariff. From 1879 to 1883 he created the Triple Alliance of Germany with Austria and Italy. From 1879 he embarked on the path of enhanced protectionism. However, he demanded tougher anti-labor policy. In March 1890, due to political

disagreements with Emperor William II, he was dismissed from all positions with the erection of the Ducal dignity. Having settled in his estate Friedrichsruhe (near Hamburg), where he spent the last 8 years of his life, he criticized the government activities. In 1892 Bismarck was elected to the German Committee, but he has never appeared in it. There were two assassination attempts in Bismarck's life: in 1866 and 1874. Otto von Bismarck died in 1898 in Friedrichsruhe. Thanks to him, the German regions of Austria were excluded from Germany and the non-German regions of Alsace-Lorraine and part of Schleswig were included.

The composition of Otto von Bismarck's speech is strictly structured. According to E. N. Zaretskaya representing the classical speech composition, we distinguish such components of the text structure and their components as:

- 1) making contact (handling);
- 2) explanation of the main idea (naming theme, narration, description, proof, rebuttal, appeal);
- 3) conclusion (summary, prospects) [2].

It should be noted that the sequence of components may vary depending on the volume of speech, its content and the conditions of the communicative situation, as is the case in the speeches of Bismarck.

The peculiarity of his speeches is the lack of traditional appeal to the audience at the beginning of the speech. However, he was in constant contact with the audience during the presentation. Bismarck quite often identifies himself with the audience: «*Meine Herren, sehen Sie alle*», «*Wollen wir ...*». He constantly uses imperative sentences, invoking the audience to active comprehension of speech content. Compare: «*Zeigen Sie mir, meine Herren und Damen ...*»; «*Sehen Sie diese Fragen...*» «*Erinnern wir uns daran...*»; «*Mögen wir...*»; «*Haben Sie den Mut, dann fangen Sie diesen schrecklichen Krieg an!*»

An interesting method of establishing contact with the audience at the beginning of the speech is Bismarck's address to the previous speaker. He uses the existing immersion of the audience in the problem presented and comes into direct contact with the audience. Compare: "***Der Adressentwurf benennt diese Zeit als eine große ...***";

"... ***aber der Meinung des Vorredners aus Aachen kann ich mich nicht anschließen, der Zustand in Hessen sei der gesetzlichste ...***".

Evaluation as a separate category is characterized by a rich palette of multi-level means for expression in the language. In linguistics, there are different ways of expressing evaluative meaning. In her dissertation research A. S. Yakovleva analyzed the main linguistic means of expression with evaluative meaning: word-formation, lexical, syntactic levels of language [3]. V. V. Vinogradov, G. A. Zolotova, E. M. Wolf, V. N. Telia, T. I. Vendina consider the category of evaluation at the lexical and word-formation levels [4, 5, 6, 7]. T. V. Markelova, Z. K. Temirgazina in their works pay attention to the syntactic level [8, 9].

The intonation means include changes in the dynamic and temporal components of the speech signal. These changes have the ability to convey certain values, so the intonation can completely change the meaning of the same sentence.

The main graphical means of expressing evaluative meaning include the use of italics, quotes, in order to draw attention to the information contained in them, dash, ellipsis, exclamation mark, reflecting the emotional state of the speech subject, doubling (tripling) of individual graphs.

One of the ways to express evaluative meaning include the word-formative capabilities of the language (T. I. Vendina, G. A. Zolotova, V. V. Vinogradov, G. Fleischer, N. L. Gilchenok).

T. I. Vendina believes that the idea of connecting consciousness and the structure of language is realized in word formation. Having studied factors of word formation she could answer the question what values are held by consciousness and why they are vital. "Word-formative means used for evaluation features actualization of diverse objects and phenomena in the external world allow to represent the picture of value orientations in the Russian language" [7, pp. 46-47].

In their work "Theoretical foundations of word formation in the German language" M. D. Stepanova and G. Fleischer note that "most prefixes and suffixes have a number of them: some of them are constant and are realized simultaneously, others are potentially" [10, p. 105]. For example, the prefixes un-, miß-, ver-, ent-, zer - have this "negations, failures", suffixes -ling, -isch, -lich have a quality-denoting system with a negative evaluation, and suffixes -ung, -leich, -chen – with a positive evaluation. However, linguists emphasize that a number of suffixes can express both positive and negative evaluation (for example: -chen, -lein), so the "axiological "orientation" becomes clear only from the text" [10, p. 223].

In her work N. L. Gilchenok carried out the analysis of word-formation possibilities in the German language. The suffix -bar has a certain evaluation component along with the semes of "passivity", "action capabilities". The adjective's suffix -isch formed from nouns and used to describe a person, animal, "can express not only the comparison but also a negative evaluation" [11, pp. 156-173].

However, most linguists believe that the main level of evaluation expression is lexical (V. V. Vinogradov, T. I. Vendina, G. A. Zolotova, I. N. Khudyakov). As lexical means of evaluative meaning expression linguists take into account nouns, adjectives, verbs, adverbs. "The word has not only grammatical and lexical, subject meanings but expresses evaluation at the same time" [4, p. 21].

G.A. Zolotova identifies a category of words evaluation on the lexico-grammatical level. This includes impersonal-predicative words on -about with the meaning of the state a) person, b) objects of the environment, nature: Children – fun; outside the window – light. Normal functioning of state category words is considered to be infinitive constructions of the type: have fun riding; to believe the hope recklessly.

In the works of T.V. Markelova, Z. K. Temirgazina, A.P. Skovorodnikov the main attention is paid to the syntactic means of the evaluation category expression.

T. V. Markelova notes that "language evaluation semantics of interpreted special types of lexical meanings: 1) direct denominative: scoundrel, rascal, nothing; 2) portable denominative: date – not about the plant, the actor is not a profession; 3) direct unfree: a) idiomatic associated: scarecrow, blood, milk, and b) syntactically limited: cock, car, bag – man" [8, p. 170].

In her research work "Evaluation statements in the modern Russian language" Z. K. Temirgazina emphasizes that the full evaluation semantics can be realized only in statements. From the author's point of view, the functioning of evaluative statements is based on the cognitive model of human consciousness – "generalized evaluative frame". The evaluation frame is "a mental representation of objects and events contained in the memory of a person and standing between reality and its verbal content. The evaluation frame is iconic, symbolic in nature: the totality of the various evaluation frame types is the conceptual meaning of the world model of the speaker" [9, p. 18]

A public political speech can provide a range of expressive syntactic means that serve the expression and highlighting: rhetorical question; lexical and grammatical repetition; a metaphorical phrase and the sentence; the antithesis; a proposal containing isolated groups; parenthetical introduction, etc. The common structural basis of these designs is a special syntagmatic segmentation of the speech stream. "Against the general background of the usual syntactic constructions, expressive constructions increase logical accents, expand their expressive and stylistic possibilities in comparison with the first ones due to the rich intonation" [12, p. 115].

The functioning of means of expressive syntax is reflected in a number of well-known linguists' works (G. N. Akimova 1981; M. N. Kozhina 1983; A. P. Skovorodnikov 1984; O. L. Kostrova 2004, etc.), as well as linguists involved in the study of political language (Yu. N. Guards 1987; N. A. Bezmenova 1991; A. N. Baranov 1993; A. P. Chudinov 2000) [12, 13]. Studies of these units specifics in public political speeches are very incomplete. First of all, the use of these syntactic means in public political speeches is recognized as "a private technique that helps to establish speech contact, and not as an essential feature of the speaker's speech, arising from the tasks of this type of communication and having the status of a style-forming systemic feature" [13, p. 28].

Thus, the means of expressive syntax in political speeches operate as one unit. They do not only deliver information to the listener, and make you think about evaluation of what is happening. The most complete awareness of the speaker's evaluation for a phenomenon, the subject of the objective world and their mutual understanding is achieved.

The analysis of public political speeches allows us to conclude that among the various expressive means of the syntactic structure in a political speech, the lexical repetition has the greatest frequency. It evokes memories, deepens the semantic side of speech, allocates this or that idea, the basic

concept, serves as a direct expression of the evaluative value.

The study showed that lexical repetition can cover such units of language as words, phrases, sentences. In addition, parts of the syntactic structures, the initial and final positions of the sentence can be repeated.

During the consideration of Otto von Bismarck's political speeches, we found that in the analyzed political speeches, repetition serves not only as a mean of expressing evaluative value but also as a mean of emphasizing evaluative meaning for emotional impact on the audience. Repetition gives the evaluative statement even more power of persuasion.

Therefore, the essence of repetition is one of the effective stylistic means. This syntactic technique gives the expression of the evaluative attitude a huge force of influence, promotes understanding and perception of a public political speech, saturation with high emotionality.

One of the most common syntactic means of expressing evaluative meaning in public speeches is metaphor (metaphorical phrases and metaphorical sentences). Metaphor is used in public political speeches because it is designed to affect not only the mind but also the feelings of the listeners. I. M. Kobozeva, considering the functional plan of metaphor in political texts, notes that it performs "an interactive function of smoothing the most dangerous political statements affecting controversial political problems, minimizing the responsibility of the speaker for the possible literal interpretation of his opinion by the addressee" [14, p. 134].

One mean of focusing evaluative meaning in public political speeches should be called quotation, defined as "to bring the verbatim extracts from the written sources and oratorical performances" [15, p. 64]. The analysis of public political speeches allows us to conclude that if one sentence is quoted, it can serve as a direct expression of the evaluative value, as well as the basis for further reasoning of the speaker. If the quotation contains several sentences, it is perceived as containing broader and more accurate information.

Our analysis on the structure and content of Otto von Bismarck's political speeches allows us to conclude that in almost every compositional component of the speech there are bright evaluative situations where "the subject of evaluation believes that the object of evaluation is good/bad" [5].

The category of evaluation implemented in the evaluation situation performs a number of functions in the speech context and, first of all, it serves to express the speaker's attitude to the real world (N. D. Harutyunova, A. A. Ivin, E. M. Wolf, V. N. Telia, etc.), as well as to describe the facts, events, realities of the surrounding reality. The evaluative statement is aimed at attracting the listener's attention to a situation or a problem. It allows listeners to understand the speaker's position or reaction, even if he does not give sufficient information about it" [16].

After taking into consideration the object of the evaluation situation in the texts of speeches we can conclude that it can be an action or its sign, the community of people

or one person, the phenomena of reality, events, realities, etc..

The theme of the public speech "Die deutsche Einheit" is the Olmütz agreement. Bismarck spoke in defense of Holmskogo agreement signed by the government, according to which Prussia refused to conduct hostilities with Austria with the aim of combining two powers, led by Prussia. At that time, he considered it necessary to abandon the war, leaving for some time the idea of unification of Austria and Prussia, and maintain peace and stability within the country. The objects of evaluation situations are wartime, war, the scale of the war and its consequences, the Prussian army, the honor of the army.

The political speech of Bismarck "Die europäische Lage" is devoted to the discussion of the bill on strengthening the German military forces. The purpose of the speech is to get support from the government. The objects of evaluation situations are the situation in Europe, Russia, relations with Russia, the Russian press, relations with France, the French press, the Treaty between Austria and Prussia, the German military forces, the emperors of Russia, France and Germany.

Evaluation statements in public political speeches of Otto von Bismarck are bright, well-aimed, expressive. They are a special combination of expressive-lexical and expressive-syntactic linguistic means: lexical-grammatical repetition; metaphorical phrase and sentence; constructions of expressive syntax: rhetorical questions, antithesis, etc. Such constructions allow Bismarck to identify the objects of evaluation clearly and combine them further into one evaluation situation to present the problem raised in the speech.

Otto von Bismarck's political speeches reveal the frequent use of lexico-grammatical repetition, the essence of which is variations in both lexical and grammatical structures. Repetition is not only a mean of expressing evaluation but also a mean of emphasizing evaluation for the purpose of logical and emotional impact on the listener.

Compare: *«Das preussische Volk hat sich, wie uns allen bekannt ist, ...einmütig erhoben, es hat sich in vertrauensvollem Gehörsam erhoben, ...es hat sich erhoben...».*

The evaluation of the planned war in the first example, expressed by means of lexical repetition with different syntactic distribution, creates the impression that the whole political speech is one big evaluative situation and the object of the situation is the war. Throughout the speech Bismarck manages to keep the listeners within the framework of unquenchable interest in the main theme of his speech.

The units of repetition in Bismarck's speeches are words, phrases, syntactic structures and sentences. It should be noted that most repetitions have an anaphoric structure (repetition of the first word).

Compare: *«... der gesetzlichste Zustand, ... der furchtbare Zustand, ... der letztere Zustand...».*

In this example the time is estimated and for a stronger impact on listeners Bismarck uses anaphora, which gives more credibility to his words, deepens the semantic side of speech, highlights the basic concept.

The interesting thing in the use of Bismarck's repeats is the transition to antithesis, when lexical units are opposed in the framework of grammatical repetition (a), as well as the use of synonymous repetitions (b). Compare:

"...daß, wenn sich die Lage seitdem verändert hat, so ist sie eher zum Guten wie zum Schlimmen verändert...".

Bismarck includes lexico-grammatical repetitions and rhetorical questions, which allow him to focus and keep the attention of the audience on the assessment of a certain object and in a certain way calls for awareness of this assessment. Compare:

«Meine Herren, ist irgend ein Jahr ohne Kriegsgefahr gewesen?»;

«...so möchte ich fragen, mit welchem Rechte Sie behaupten, Hessen oder Holstein gelte uns nicht für das Ausland, wenn Sie Österreich als Ausland behandeln, das mit demselben Rechte zu Deutschland gehört?».

Common means for expressing evaluative meaning are first of all metaphor, metaphorical phrases and metaphorical sentences. According to I. M. Kobozeva, the metaphor in political texts performs "an interactive function of smoothing the most dangerous political statements affecting controversial political problems, minimizing the responsibility of the speaker for the possible literal interpretation of his opinion by the addressee" [14]. The metaphor allows Bismarck to express the evaluative situation and at the same time to soften the essence of the assessment. Compare:

«Wir hatten ja früher in den Zeiten der heiligen Allianz - ... - nun, das waren eben patriarchalische Zeiten»;

«Wir denken ebenso fest an unseren Sieg in gerechter Sache wie irgendein ausländischer Leutnant in seiner Garnison beim dritten Glas Champagner denken kann (Heiterkeit), und wir vielleicht mit mehr Sicherheit...».

The design of evaluation situations in Bismarck's speeches is made by parenthetical insertions that allow him to justify, to deepen the rating, to bring it to the audience and to remove the possibility of incorrect interpretation. Compare:

«... während der ganzen Zeit desselben befanden wir uns unmittelbar am Rande - des Abgrundes will ich nicht sagen, aber des Abhanges, auf dem wir in den Krieg hineingezogen werden sollten»;

«... zwei zuverlässige Freunde, - zuverlässig, nicht aus grosser Liebe zu einander; denn Völker führen wohl aus Hass gegeneinander Krieg; aber aus Liebe, das ist doch gar nicht dagewesen, das sich das eine für das andere opfert (Heiterkeit)».

Such a favorite technique of Bismarck, as quoting, serves as a mean of justification and deepening into the evaluation situation. The author often quotes the German press without the author's indication, which is the basis for further reasoning, for further evaluation of the speech object. Compare:

"Ich schaue heute einen Pressausschnitt: "Die Politik in Deutschland in der entscheidenden Stunde" ist der Titel

eines bemerkenswerten Beitrags der "Allgemeinen Zeitung";

"... ich habe noch einen ähnlichen Beitrag, "Deutschlands Schiedsrichterroll" ist er überschrieben, aus einem Berliner Blatt...".

In our opinion, it is also original that Otto von Bismarck often quotes his own statements, deploying their interpretation in a new communicative situation. Compare:

«Unsere Freundschaft mit Russland hat in der Zeit unserer Kriege gar keine Unterbrechung erlitten und ist auch heute über jeden Zweifel erhaben. Wir erwarten von Russland durchaus weder einen Angriff noch eine feindselige Politik»;

«Stellen Sie sich nicht 100 000, sondern 200 000 Mann vor, und stellen Sie sich fie à cheval vor, so das wir sie nach rechts und links gebrauchen können; so sind Sie. Majestät ist heute der entscheidende Richter des Kriemkrieges Ihrerseits».

III. CONCLUSIONS

This study of public political speeches by Otto von Bismarck does not claim to be a sufficiently complete description of all linguistic means for expressing evaluation in the composition-content structure of the text. However, they give an idea of the linguistic and national color of Bismarck's political speeches and his oratory skills, his knowledge of the basics of rhetoric.

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