ORGANIZATION OF POLITICAL POLYCODE TEXTS AS A MEANS OF COMMUNICATION WITH THE AUDIENCE

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Political discourse at the present time is regarded as one of the most vital and popular spheres in our society. It catches the attention of a worldwide audience which contemplates diverse debates, political speeches, inaugurations and resignations. The language and the thematic field of political texts as a means of conviction, propaganda and manipulation form a unique class, which requires further research. As far as politics continue to change year after year, new ways of scientific study have been proposed, detailed or even declined.

The aim of our research is to study modern political polycode texts from the point of their communicative persuasive potential to the audience.

Material and methods. The material of our research is 50 English-language speeches, selected from *Youtube* channel (over the period from 2015 to 2019), which include presentations of MPs, Prime-ministers of Great Britain. The duration of the analyzed videos varies from several minutes to half an hour.

To gain the mentioned aim we have used the following methods: descriptive method, contextual analysis, logical and semantic analysis, interpretation method.

Findings and their discussion. For the purposes of the research work, a *polycode text* is understood as the text in which the message is encrypted by distinct semiotic means: verbal and non-verbal components, which create a specific structure [1, p. 25]. The specific features of polycode texts are determined by various correlations of verbal and iconic elements in their content. Multiplicity and complexity of these correlations are induced by the variability of mechanisms of perception and processing language units and other sign systems.

The study of the material has shown that the urgent problem that concerns British policy in recent years is the 'Brexit' phenomenon. Judging from this fact we find it necessary to divide all polycode texts into those which address the problem of Brexit and those which concern other issues. The first group may be subdivided in accordance with the classification, developed by O. Parshina [2, p. 74]. In this case we can identify the following strategies:

1) the strategy of discredit and attack. It is realized through the tactics of accusation. Let's consider Nigel Farage's speech to the EU: *'the reason you are so angry has been perfectly clear… you (EU) as a political project are in denial. …You have by stealth, by deception without ever telling the truth to the British or the rest of the people of Europe'.* In the extract the narrator accuses the European Union of its behavior on the world scene. He emphasizes the self-

denial of this political organization and even foresees that Britain won't be the last state to abandon the union.

2) the strategy of self-defense, which is realized through the tactics of apology and dispute. As an example we may study the speech of David Cameron at his resignation: '*I'm very proud to be a prime-minister of this country for 6 years, I believe we've made great steps… I fault this campaign in the only way I know how… I held nothing back. I was absolutely clear that my belief that Britain is stronger, safer and better inside the European Union… I think the country requires a fresh leadership in this direction… although leaving Europe wasn't the path I recommended I'm the first to praise our incredible strengths'.* While delivering the idea of his resignation, the Prime-minister made clear that the factors of that decision were not subjective and would make Britain's future even better. He highlighted his attitude towards the results of the referendum and shared the views of British people.

3) the strategy of self-representation (comprises the tactics of identification, solidarity, opposition). This strategy is identified in Boris Johnson's full victory speech after being named the new leader of the Conservative party: '*I want to thank all of you, everybody in the conservative party… I know we can do it and the people of this country are trusting in us to do it and we know that we will do it… We are going to energize the country, we are going to get Brexit done. We are going to believe in ourselves, of what we can achieve… we are going to unite this amazing country… I will work flat out from now on'.* As it is his first conference speech as the UK's Prime minister, he makes every effort to create an appropriate image and demonstrates his gratefulness to those MPs who helped him to reach this high position. He identifies himself with the whole party using the pronoun *we* instead of *I*. Thus he emphasizes his unity with the Conservative party, the accord of Conservatives and Britain itself.

4) the interpretation of information (implemented through the tactics of acceptance of the issue and providing the positive information about the problem). Such strategy may be demonstrated in the speech of Priti Patel focused on the protection of Brexiteers: '*British people felt great disappointment towards this house of politicians over Brexit… I'm afraid Mr. speaker this motion today is another disappointment to everyone who voted to leave the EU…'* Speaking about a new delay of Brexit and terrible agreement conditions Priti Patel describes the existing problem and suggests a subjective opinion on it. Implementing the strategies of discredit and the interpretation of information, she designates her disagreement with the government policy and demands new problem-solving decisions to the existing problem.

The second set includes those problems which are not connected with the 'Brexit' situation. Nevertheless MPs continue to propose new ideas on various matters. For instance, the traditions of the British Parliament include the so-called "Maiden speech" – the first speech to Parliament, which serves to create an image of a new MP. As an example we may consider Heidi Allen MP's

Maiden Speech: '*I'm so proud to represent the people of Cambridge… Today I can sit on my hands no longer. My decision to become an MP is a recent one… my television showed me the country that was falling apart, my country… I'm sorry but I believe the opposition benchers are wrong to say that we must not touch tax credits'.* In her speech Heidi Allen touches upon an urgent issue and manages to present herself on the side of Shadow cabinet, emphasizing the necessity of reforms (in the present case the strategies of interpretation of information and self-representation have been identified).

Every analyzed political polycode text is also characterized by a set of iconic elements. Although visual materials are rarely used for promoting the presentations by British politicians, they still accompany them with different gestures and colour which serve as markers emphasizing particular elements a speaker wants to pay attention to.

Conclusion. To sum up, it could be stated that modern political polycode texts are the key instrument in implementing different strategies and tactics to interact with the audience. Describing the 'Brexit' situation British politicians realize a great number of communicative strategies in order to achieve the intended target. At the same time fewer strategies and tactics are used when describing minor issues, which do not directly concern British foreign policy. Thus, our study has revealed that political discourse is characterized by manipulative nature for the purpose of conducting propaganda which is carried out with the help of various pragmalinguistic methods.

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ENGLISH BORROWINGS IN THE FRENCH LANGUAGE: MAIN SPHERES OF USAGE

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It is worth mentioning that our world is constantly undergoing various changes: new discoveries are taking place, new laws are being adopted, and various programs are being developed. There are changes in every language of the world. There is a need to identify some phenomena or events that appear in the ultimate of these processes.

At the beginning of the XXI century, France began to observe a trend of "tide" of English borrowings in the French language. Undoubtedly, this is due to the expansion of the sphere of international relations, which led to the fact that English has become the language of international communication. Also, one of