

LINGUISTIC IDENTITY OF MARGARET THATCHER AS A POLITICAL LEADER OF UK

УЛУУ БРИТАНИЯНЫН САЯСИЙ ЛИДЕРИ КАТАРЫ МАРГАРЕТ ТЕТЧЕРДИН ТИЛДИК ИНСАНДЫГЫ

ЯЗЫКОВАЯ ЛИЧНОСТЬ МАРГАРЕТ ТЭТЧЕР КАК ПОЛИТИЧЕСКОГО ЛИДЕРА ВЕЛИКОБРИТАНИИ

Summary: Margaret Thatcher was the first woman Prime Minister in a major western world; apparently, she played an important role in Britain's politics as well as in international politics. This paper examines Mrs. Thatcher's linguistic identity: her language, speaking style and other factors and their contribution to making her an influential persona in Britain. The paper deals with what Margaret Thatcher said, how she said and what she meant. The analyses are based on three aspects such as speech act theory, cognitive discourse and contextual analysis.

Key words: political discourse, linguistic identity, speech act theory, cognitive discourse, contextual analysis.

Аннотация: Маргарет Тэтчер, ири батыш дүйнөсүндө алгачкы аял премьер министр катары белгилүү болуп, Улуу Британия саясатында жана ошо эл аралык саясатта оорчундуу роль ойногон. Макал Тэтчердин тилдик өзгөчөлүгү: анын тилин, сүйлөшүү стилдерин жана башка себептерин, ошондой эле тилдин Тэтчердин Британияда таасирдүү аял катары кабыл алынуусуна кошкон салымын анализдейт. Макал Тэтчердин эмне деп сүйлөгөндүгү, кантип сүйлөгөндүгү анализделди. Талдоо, кеп актысынын теориясы, когнитивдик дискурс жана контекстуалдык анализ аспектилерге негизделди.

Түйүндүү сөздөр: саясий дискурс, тилдик өзгөчөлүгү, кеп актысынын теориясы, когнитивдик дискурс, контекстуалдык анализ.

Аннотация: Маргарет Тэтчер была первой женщиной-премьер-министром в западном мире; по-видимому, она играла важную роль как в политике Британии, так и в международной политике. В этой статье рассматривается языковая личность госпожи Маргарет Тэтчер: ее язык, стиль речи и другие факторы и их вклад в создание ее влиятельной персоны в Великобритании. В статье рассматривается то, что сказала Маргарет Тэтчер, как она сказала и что она имела в виду. Анализ основан на трех аспектах, таких как, теория речевого акта, когнитивный дискурс и контекстуальный анализ.

Ключевые слова: политический дискурс, языковая личность, теория речевого акта, когнитивный дискурс, контекстуальный анализ.

Margaret Thatcher was the first woman Prime Minister in a major western world, and apparently, she played an important role in Britain's politics as well as in international politics.

Thus, this paper examines Mrs. Thatcher's linguistic identity: her language, speaking style and their contribution to making her an influential persona in Britain. The paper deals with what Margaret Thatcher said, how she

said and what she meant. It includes a detailed analysis of “Britain awake” along with other twenty speeches. The analyses are based on three aspects such as speech act theory, cognitive discourse and contextual analysis. We have not included cohesion both lexical and grammatical used in her speech, Margaret Thatcher’s body language, voice and modes of persuasion that also played a crucial role in forming Margaret Thatcher’s unique linguistic identity; and her linguistic identity had a tremendous impact on her overall political identity in a world stage. These aspects are the topics of our next publications.

1. Thus, to begin with, we investigated the speech from the Speech act theory perspective. Basically, we studied five fundamental speech acts such as: Representatives or assertives, directives, commissives, expressives and declaratives.

Table below represents the speech acts found in the speech. It demonstrates that there is an excessive use of representatives with 59, 60% followed by directives with 21, 05 %, and commissives that accounted for 11, 69 %, while the use of expressive and declaratives are significantly decreased by making 4, 67 % (expressive) and 3, 50% (declarative) of the speech.

Table 1.
Summary of Speech Acts in the Speech Studied

Speech Acts Items Tested	Frequency	Percentages
Representatives/ Assertive	101	59, 60%
Directives	36	21,05%
Expressive	8	4,67%
Declarative	6	3,50%
Commissive	20	11,69%
TOTAL	171	100%

The speech type with the highest frequency is representatives or assertives with 101 sentences out of 171 sentences. Representatives in the speech include assertion, hypothesis, claim, description, report, suggestion, prediction as well as statements of facts. For example, “*The first duty of any Government is to safeguard its people against external aggression.*” “*Over the past ten years, the Russians have quadrupled their force of nuclear submarines. They are now building one nuclear submarine a month.*”. These sentences demonstrate assertion and claims. Directives follow with 36 sentences out of 171 accounting 21, 05 %. The directives in the speech are comprised of questions, commands, requests, insisting and inviting. For example, “*But let us make no mistake. It is a time when we urgently need to strengthen our defenses.*” “*Let’s ensure that our children will have cause to rejoice that we did not forsake their freedom.*”.

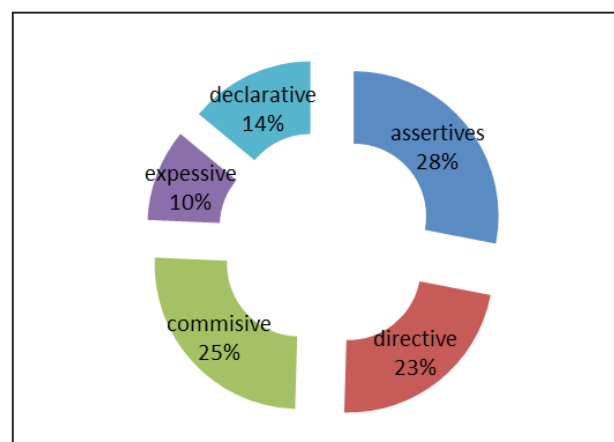
Out of 101 sentences commissives make up 20 sentences accounting 11, 69 % of speech acts. The commissives comprises promises, offering threatening, guaranteeing, vowing, warning & challenging. Threatening, guaranteeing can be observed from the examples below: “*Soviet military power will not disappear just because we refuse to look at it. In the meantime, the Conservative Party has the vital task of shaking the British public out of a long*

sleep. The Conservative Party must now sound the warning.”. Furthermore, Expressives make up only eight sentences out of the whole speech. They include apologizing, congratulating, thanking, appreciating, scolding etc... For example, the moment where she was scolding the Labour Party: “*Labour has neglected that role. They don’t seem to realize that the submarines and missiles that the Russians are building could be destined to be used against us.*”. Furthermore, the moment when she was congratulating New Zealand and Australia in her speech: “*Our congratulations go to Mr. Fraser and Mr. Muldoon. I know that our countries will be able to learn from each other.*”. Finally, the declaratives, which is the least used speech act, consists of only six sentences. The declarative act describes the statements where the speaker himself/herself is the performer of that action. For example, “*I am going to visit our troops in Germany on Thursday. I am going at a moment when the Warsaw Pact forces—that is, the forces of Russia and her allies. I warned before Helsinki of the dangers of falling for an illusory détente. Some people were skeptical at the time, but we now see that my warning was fully justified.*”.

Here, we have reviewed the same twenty speeches from speech act theory perspective and we drew a conclusion that the most frequently used speech act is assertive, followed by directive and commissive acts. It means that in general, Thatcher asserts, invites, and states facts in her speeches.

Figure 1.

The usage of speech acts by M. Thatcher in her speeches:



2. Cognitive aspect is basically the analysis that can affect any statement, verbal or non-verbal, aimed at communication with other individuals. And this statement itself refers to the speaker of this or that social group, because its specific expression of thought implies a focus on the use of language in a specific social context. In our case, the social context will be political statement or political discourse in general. (Shapochkin, 2012)

The application of cognitive model into political discourse embraces three main characteristics:

- a) Characterizing a politician as a linguistic identity; characteristics of the speaker’s cognitive and speech strategies;
- b) Characterizations of communicative-pragmatic area or context;
- c) Characterizations of linguistic space, or text.

Firstly, let's look at the first major characteristic:
 a) Characterizing a politician as a linguistic identity; b) characteristics of the speaker's cognitive and speech strategies;

Table 2.
 a) Characterizing a politician as a linguistic identity

Margaret Thatcher, PM of Britain, 1979-1990	<i>Degree of difficulty of the discourse perception</i>	<i>Reality reflection accuracy</i>	<i>Goal orientation of the discourse</i>
	The speeches are usually very long in volume, and in most cases hard to comprehend because of detailed analytical analysis of the topic	She states facts, and makes arguments over this or that event; analyzes them and talks about their consequences.	Keeping stability, defending conservative party policies and calling for political stability in the country

According to the table above, we can see that the degree of difficulty is relatively high due to long and detailed analysis of the topic; furthermore, Thatcher reflects reality stating facts, arguing and making analysis based on their consequences. Finally, the goals of her political addressing is reinforcing her policies and inviting the nation to stability and unity in the country.

b) There are several *cognitive-speech strategies* used by a politician/speaker such as: *Generalization, giving examples, correction, intensification, concession, repetition, contrast, softening, and presupposition or implication* (Shapochkin, 2012).

Below are the examples of cognitive- speech strategies used by M. Thatcher in "Britain Awake" speech.

- **Generalization**- *The first duty of any Government is to safeguard its people against external aggression. To guarantee the survival of our way of life.*

- **Giving examples**- *There are four important reasons. The first... The second, the third... the fourth...*

- **Correction**- *But we have to wake up to those developments, and find the political will to respond to them.*

- **Intensification**- *Russians are bent on world dominance, and they are rapidly acquiring the means to become the most powerful imperial nation the world has seen.*

- **Concession** - *I would be the first to welcome any evidence that the Russians are ready to enter into a genuine detente. But I am afraid that the evidence points the other way.*

- **Repetition**- *I am going to visit our troops in Germany on Thursday. I am going at a moment when the Warsaw Pact forces*

- **Contrast** - *They put guns before butter, while we put just about everything before guns.*

- **Presupposition/ Implication** -*Perhaps some people in the Labour Party think we are on the same side as the Russians!*

3. Below is the contextual analysis of "Britain awake" speech:

Table 4
 Contextual analysis

Time	1976 January 19, Mon
Place	Kensington Town Hall, Chelsea
Event/action	It was the time of Cold war when Russians were reinforcing their military power. And the speech was about tge nation's defenses, against the threat of an attack from Soviet Russia.
Field of activity	Public statement to the people of Great Britain
Participants	Thatcher is the sender and British nation is made as a direct target
The role of participants	The communicative role of the speaker, is expressed through singular personal pronoun I, and the personal pronoun in the plural we. This suggests that the speaker is speaking both for herself (her party) and for their country: <i>We should seek close... I am delighted to see... We stand with... We have abundant experience and expertise...</i> The social role of the speaker is manifested in uniting nation together.
Social relationships	Social relations are seen as formal, informative, does not presuppose familiarity.
Cognitive characteristics of the participants	The impact of the speaker on her audience is to oppose to threats coming from Russia.

All in all, we determined that M. Thatcher's speech characteristics' difficulty degree is quite high due to big volume and factual analysis. Furthermore, the above-mentioned aspects; Mrs. Thatcher's speech characteristics as well as her communicative/cognitive strategies, in addition, the contextual analysis of "Britain awake" speech reveal her linguistic identity in particular.

We studied the speech acts used in "Britain Awake" speech. And we found out that assertives is the most frequent act used in Margaret Thatcher speeches making up more than half of the whole speech. We were assured how Thatcher style is assertive and forceful. We analyzed her cognitive-speech strategies and how these strategies contributed to make her speeches powerful and effective. By analyzing them we discovered that Margaret Thatcher was not a good public speaker or influencer from the beginning, however, she was transformed to be one by tak-

ing speech lessons to lower her high-pitched voice and by working on her appearance and gesticulation before every speech. To sum up, we were assured how greatly the usage of speech acts, cognitive discourse as well as other factors contributed to Margaret Thatcher's overall identity, her linguistic identity and how it shaped her political identity in making her an influential persona in Britain.

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