

## СЕКЦІЯ 1 ГЕРМАНСЬКІ МОВИ

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### PRAGMA-COMMUNICATIVE ASPECT OF THE QUEEN ELIZABETH II SPEECH ON THE CORONAVIRUS PROBLEMS, 05.04.2020

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*The following work is devoted to problems of the Queen Elizabeth II coronavirus discourse pragmatic features. The Queen Elizabeth II coronavirus discourse is defined in the given work as a special address of Queen Elizabeth II to the nation – the UK and the Commonwealth realm citizens – on the urgent problems of the coronavirus pandemic. The given address is the fifth special address of Queen Elizabeth II to the nation during her 68-year reign. It is stressed that the given discourse is organized by Queen Elizabeth II with the purpose to support the people at the challenging time of coronavirus, to calm them down, to explain the situation and to direct them to be strong, patient and supportive to each other, to be united as a nation to overcome the problems of the coronavirus disease. It is pointed out that extra-linguistic factors of the addressor's dress color, of the addressor's manners, of the situation layout, of the video and photo materials usage, of the image plan are used to realize the purposes of the Queen Elizabeth II coronavirus discourse. It is stated that with the strategic argumentative purpose the Queen Elizabeth II coronavirus discourse is characterized by usage of the argumentative technique, the manipulative techniques of story-telling and of the deictic fields usage. It is stressed that a system of valid arguments of Her Majesty and Her strong belief in overcoming the coronavirus pandemic makes the people of the UK and Commonwealth realm believe the same idea. It is pointed out that the usage of the story-telling technique within the Queen Elizabeth II coronavirus discourse makes it possible to transform the individual story of Queen Elizabeth II into a national, global story with happy end at the final part of it in the form of overcoming the coronavirus disease and returning back to the norms of every-day life. It is underlined that the usage of the mechanisms of layering, stratification of the deictic field as well as the usage of the universal deictic fields makes it possible to realize the aims of Her Majesty coronavirus discourse. It is pointed out that the manipulative techniques are used by Queen Elizabeth II not to receive her own benefits of their usage but to influence people in their special state: state of shock and despair, state of panic.*

**Key words:** Queen Elizabeth II coronavirus discourse, argumentative technique, story-telling techniques, manipulative technique of deictic fields usage, extra-linguistic factors.

### ПРАГМАКОМУНІКАТИВНИЙ АСПЕКТ ПРОМОВИ КОРОЛЕВИ ЄЛИЗАВЕТИ II ІЗ ПРОБЛЕМ КОРОНАВІРУСУ, 5 КВІТНЯ 2020 РОКУ

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*Подана робота присвячена розгляду прагматичних особливостей дискурсу королеви Єлизавети II із проблем коронавірусу. Дискурс королеви Єлизавети II із проблем коронавірусу в поданій роботі зазначено як її спеціальне звернення до нації – громадян Сполученого Королівства та країн Співдружності – з нагальних проблем коронавірусної пандемії. Подане звернення є п'ятим спеціальним зверненням королеви Єлизавети II до нації за її 68-річне правління. Підкреслено, що поданий дискурс організований королевою Єлизаветою II з метою підтримки людей у складні часи коронавірусу, щоби заспокоїти їх та пояснити ситуацію, закликати їх бути сильними, терплячими один до одного та здатними підтримувати один одного, бути єдиними як нація для того, щоб подолати хворобу коронавірусу. Вказано, що екстралінгвістичні чинники кольору сукні промовця, манери промовця, фактор*



обладнання й оснащення, чинник використання фото- та відеоматеріалу, фактор використання плану зображення використані королевою Єлизаветою II з метою реалізації її дискурсу із проблем коронавірусу. Стверджується, що дискурс королеви Єлизавети II із проблем коронавірусу разом зі стратегічною аргументивною метою характеризується використанням аргументивної техніки та маніпулятивних технік сторітелінгу, техніки використання дейктичних полів. Стверджується, що система вагомих аргументів королеви Єлизавети II та її тверда віра в подолання коронавірусної пандемії змушують людей Сполученого Королівства та Співдружності повірити в цю ідею. Зазначається, що використання техніки сторітелінгу дає можливість трансформувати індивідуальну історію королеви Єлизавети в національну, глобальну історію зі щасливим кінцем у його фінальній частині у формі подолання коронавірусного захворювання та повернення до норм повсякденного життя. Підкреслено, що використання механізмів нашарування та розшарування дейктичних полів, а також використання універсального дейктичного поля дозволяє королеві Єлизаветі II реалізувати мету свого дискурсу із проблем коронавірусу. Зазначено, що маніпулятивні техніки використовуються королевою Єлизаветою II не для отримання власних переваг від їх використання, але з метою вплинути на людей в їхньому специфічному стані: у стані шоку та відчаю, у стані паніки.

**Ключові слова:** дискурсу королеви Єлизавети II із проблем коронавірусу, аргументивна техніка, техніка сторітелінгу, маніпулятивна техніка використання дейктичних полів, екстралінгвістичні фактори.

## 1. Introduction

It is normative nowadays that our life is full of challenges. But people's behavior, their state of psyche, their thoughts and actions at the period of global and national crisis is a focus of scientists.

The given work makes its contribution in investigating the discourses (where discourse is determined as an integrative social-cultural phenomenon of language usage for the communicative purpose) realizing at the periods of national and global crisis, namely at the period of the coronavirus pandemic.

The purpose of the given work is to investigate pragma-linguistic features of the Queen Elizabeth II coronavirus discourse, which is a **further step** of the discourses investigations (Grice, 1975; Humeniuk, 2019; Lakoff, 1973; Leech, 1983; Карасик, 2000; Крячкова, 2019; Рябоконт, 2009). The fact that the given discourse is newly coined and realized makes the given work **acute**.

The given investigation is fulfilled with the help of several methods: method of simple calculation, discourse analysis method, method of immediate constituents, pure sampling and comparative method.

## 2. Special speech of Queen Elizabeth II, 05.04.2020

On Sunday, the 5-th of April, at the period of coronavirus outbreak, the Queen of the United Kingdom and Commonwealth realm Elizabeth II made a special speech to the nation on the problem of the coronavirus, recorded at Windsor Castle and broadcasted by radio, TV, internet.

It was the fifth special speech to the nation after the speeches: 1) at the time of the first Gulf War, February 1991; 2) on the death of Diana, Princess of Wales, September 1997; 3) On the death of the Queen Mother, April 2002; 4) Queen's Diamond Jubilee message, June 2012) (Ryan, 2020).

According to Her duties Her Majesty makes ceremonial speeches and rarely makes spe-

cial speeches, only "at key moments in the life of the nation – predominantly at times of crisis and grief" (the same).

Queen Elizabeth II as a monarch and a head of a state "has to remain strictly neutral with respect to political matters" (The Queen's role in Government), but as a monarch of a nation, which fulfils the role of a God agent, of an intermediary between God and people, is responsible for the moral state and destiny of the people handed on Her Majesty by God. So, at the period of key moments for the nation Queen Elizabeth II makes special speeches to the nation with high responsibility at the face of God. The coronavirus speech of the Queen Elizabeth is the fifth special speech during her 68-year reign.

It is known that local coronavirus outbreak happened suddenly and later was transformed into global crisis in the form of coronavirus pandemic. The whole mankind was not prepared for such state of matter as physically and as mentally and morally too. The whole humanity was shocked, as the every-day life was ruined and it was necessary to be involved in the new unpleasant transformations. So, the feelings of despair, of unnessesity, of abandonment took possession of people. They were shocked, paralyzed, disrupted and demoralized. In such situation Queen Elizabeth II addressed the nation.

She created her message with the purpose to support the people at the challenging time of coronavirus, to calm them down by explaining the situation and to direct them to be strong, to be patient and supportive to each other, to be united as a nation to overcome the given problems.

So, the Queen Elizabeth II coronavirus discourse is a special address of Her Majesty to the nation on the problems of coronavirus organized in the form of monologue.

The given discourse presupposes the text of the message itself, known as linguistic factor,

as well as extra-linguistic factors or factors defining the given situation.

The given situation of the Queen Elizabeth II coronavirus message and speech itself are not given spontaneously, they are planned and prepared beforehand.

### 3. Extra-linguistic factors of the Queen Elizabeth II coronavirus discourse

The communicators, the time and place of the Queen Elizabeth II coronavirus discourse are obvious: the speaker is Queen Elizabeth II; its addressee is the UK and Commonwealth realm nation; the time of the given discourse is the 5-th of April, 2020; the place of its realization is Windsor Castle, the way of its representation is broadcasting by TV, radio, internet.

The extra-linguistic factors of the given discourse play the great role in realization of the purposes of the Queen Elizabeth II coronavirus discourse. Among them is its layout. The situation is not official. Queen is sitting near the table with a sheet of paper, silver box and a flowerpot with blossoming flowers. All these structural elements of layout make the given situation calm, natural and obvious for common people, which is very important at the stormy days of the coronavirus outbreak.

The other extra-linguistic factor which plays the great role in realization the purpose of the Queen Elizabeth II coronavirus discourse is the factor of color of the Queen Elizabeth II dress. It is the shade of green – the color of the shamrock. This color is a color of nature, of plants. It is a symbol of life and stability, as well as of new accomplishments. This color is comfortable for eyes and able to calm the people. Its ability to calm the people at the situation of high global and nation despair at the period of the coronavirus pandemic is very important and used by Queen Elizabeth II in Her address to the nation.

The other extra-linguistic factor which plays the great role in the Queen Elizabeth II coronavirus discourse is the factor of using photo and video materials to make the information of the message more vital and vivid. So, photo material is used once, the video materials are used twice.

All the photo and video materials are given in the nearest contact with the content of the message. So, the block of information about the Queen Elizabeth II and her sister contribution to support children in 1940, *“who had been evacuated from their homes and sent away for their own safety”* (The Telegraph, 2020), contains its photo.

The block of information about the heroic deeds of *“everyone on the NHS front line, as well*

*as care workers and those carrying out essential roles, who selflessly continue their day-to-day duties outside the home in support of us all”* (The Telegraph, 2020) and the block of information about *“the moments when the United Kingdom has come together to applaud its care and essential workers”* contains the video materials which are known to everyone within the UK as an element of bygone, which was emotionally tensed and fixed in nation memory as a certain experience.

The usage of the photo and video materials makes the Queen Elizabeth II coronavirus speech fresh and vital, appealing to the feelings and emotions of the ordinary persons, uniting the past and present moments of the nation history into its nation destiny.

The factor of speaker’s manner is also very important in the process of the Queen Elizabeth II coronavirus discourse realization. Her manners are polite, Her tone is calm and balanced, Her behavior is natural and normal. She is an example of calmness and balance in the stormy days of the coronavirus outbreak for every person of the UK and 15 countries of the Commonwealth realm.

The extra-linguistic factor of image plan is also very important to realize the purposes of the Queen Elizabeth II coronavirus discourse. The far image plan is used once at the beginning of message as introducing factor. The middle image plan is used 3 times to reproduce the information of the message. The final part of it, which contains the main idea of it, is given using the near image plan.

Summing up the material we can state that such extra-linguistic factors as factor of addressor and addressee of message, factor of time and place of the discourse realization, factor of the addressor’s dress color, factor of addressor’s manners, factor of situation layout, factor of the video and photo materials usage, factor of image plan are used to realize the purpose of the Queen Elizabeth II coronavirus discourse – to calm the people in the challenging time of coronavirus, to explain the situation and to direct people be strong, to be patient and supportive to each other, to be united as a nation to overcome the given problems.

### 4. The peculiarities of the Queen Elizabeth II coronavirus discourse

The Queen Elizabeth II coronavirus discourse is given at the challenging time for the nation and the globe, at the state of shock and despair of people, at the state of national and global panic:

*A time of disruption in the life of our country: a disruption that has brought grief to some,*



*financial difficulties to many, and enormous changes to the daily lives of us all* (The Telegraph, 2020).

So, to calm the people, to lift up their spirit and belief in their ability to overcome the coronavirus problems Queen Elizabeth II creates the argumentative coronavirus discourse with the emphasis on: 1) her own example of calmness; 2) the system of associative, descriptive and analytical arguments (Белова, 1998: 16).

It is known that at the state of shock and despair, at the state of panic the people's psyche is overloaded. So, in this case the strategy of argumentation may be more suitable and effective than some appeals to act. This argumentative strategy is used by Queen Elizabeth II in Her coronavirus discourse.

It is known that argumentative discourse has the communicative purpose to convince the interlocutor in the correctness of the addressor's view point and actions, to convince the interlocutor in the necessity to act in the way proposed by the addressor of information (Рябокoнь, 2009: 169; Белова, 1998). So, creating the argumentative coronavirus discourse Queen Elizabeth II tries to convince the people of the UK and Commonwealth realm to act in the way she proposes: to be united, to be patient, to be helpful and supportive, to be strong and resolute:

*Together we are tackling this disease, and I want to reassure you that if we remain united and resolute, then we will overcome it* (The Telegraph, 2020).

So, within the coronavirus discourse Queen Elizabeth II tries to convince the people of the UK and Commonwealth realm to act during the coronavirus outbreak in the manner based on the universal values: being united, being patient, being helpful and supportive, being strong and resolute, as well as in the manner based on national values: national sense of humor, national self-discipline and fellow-feeling, as well based on national spirit and national destiny in the mankind history:

*And those who come after us will say the Britons of this generation were as strong as any. That the attributes of self-discipline, of quiet good-humored resolve and of fellow-feeling still characterise this country. The pride in who we are is not a part of our past, it defines our present and our future* (The Telegraph, 2020).

Queen Elizabeth II tries to calm the UK and Commonwealth realm citizens within the coronavirus discourse by using the prepared arguments (Белова, 1998: 95). These arguments prove that: 1) the people of the UK and Commonwealth realm are not alone with the problem of coronavirus but are united with the people

all over the world; 2) the progress of science and strong desire of people to be healed will be useful to decide the problems of coronavirus:

1. *Across the Commonwealth and around the world, we have seen heart-warming stories of people coming together to help others, be it through delivering food parcels and medicines, checking on neighbours, or converting businesses to help the relief effort* (The Telegraph, 2020).

2. *This time we join with all nations across the globe in a common endeavour, using the great advances of science and our instinctive compassion to heal* (the same).

To overcome the state of despair Queen Elizabeth II proposes the people to find positive features of the time of coronavirus self-isolating as opportunity to slow down, to pause and reflect:

*And though self-isolating may at times be hard, many people of all faiths, and of none, are discovering that it presents an opportunity to slow down, pause and reflect, in prayer or meditation* (The Telegraph, 2020).

The argumentative discourse of Queen Elizabeth II contains not only arguments for coronavirus overcoming but Her Majesty strong belief in it. And this belief in overcoming the coronavirus disease and coming to the norm of daily life is expressed in the final part of the Queen Elizabeth II coronavirus speech, making the people of the UK and Commonwealth realm believe the same idea:

*We will succeed – and that success will belong to every one of us. We should take comfort that while we may have more still to endure, better days will return: we will be with our friends again; we will be with our families again; we will meet again*

The argumentative discourse Queen Elizabeth II on the problems of coronavirus is characterized by using story-telling technique. This technique allows Queen Elizabeth II to present the problems with coronavirus as a story with happy end at the final part of it – success in overcoming the coronavirus disease.

This story includes the structural elements of a story with its introduction, actions themselves and final part of it. The narration is given from the first person singular.

The presence of heroes – the UK and Commonwealth realm people (the nation) and people all over the world – and presence of enemy – coronavirus disease – make the given story dramatic, acute and urgent transforming the individual story of Queen Elizabeth II into the national, global story within the challenging time with happy end as a result.

It is known that the history of mankind is given in the form of stories, and the story of Queen Elizabeth II with Her belief and Her prediction of happy ending of coronavirus challenging influence the emotions and feeling of people making them believe the happy end of overcoming the coronavirus disease.

So, the story-telling technique known as manipulative technique is used within the argumentative coronavirus discourse of Queen Elizabeth II not to receive benefits of it but to lift up the spirit of people, to strengthen their belief in goodness, in their ability to overcome the disease, in their ability to come to the norms of the every-day life.

We can state that the text of message as a linguistic factor is prepared perfectly to realize the purposes of the Queen Elizabeth II coronavirus discourse. It is given in the form of monologue and the usage of the pronoun “you” transforms it into the form of polylogue with the silent addressee.

In Her coronavirus speech Queen Elizabeth II uses the deictic field mechanisms of layering, stratification (Гуменюк, 1996: 103–140; Humeniuk, 2019: 72) to realize the aims of Her discourse.

Deictic field is known to be a unity of all the language signs which are grouped on one of the given axes “I / we – now – here”, “You – now – there”, “He / she / it / they – then – there”, which have the semantic and pragmatic identity and fulfil the certain function within the discourse or its segments (Гуменюк, 1996: 103).

In this case, all the language signs which are grouped on the axes “I / we – now – here” represents the deictic field of addressor or creator of message; all the language signs which are grouped on the axes “You – now – there” represents the deictic field of addressee or the persons whom this message is addressed and all the language signs which are grouped on the axes “He / she / it / they – then” represents the deictic field of the third persons or the persons and objects who are not communicators or which don’t belong to their sphere (Гуменюк, 1996: 103–105).

Within the Queen Elizabeth II coronavirus discourse we observe the usage of the mechanism of the deictic field of addressee stratification.

In Her coronavirus speech Queen Elizabeth II addresses people using the pronoun “you” five times. So, Her Majesty uses the pronoun “you” to thank the people outside the home, doing their day-to-day duties to support the nation (1), as well as people staying at home (2):

1. *I want to thank everyone on the NHS front line, as well as care workers and those carrying*

*out essential roles, who selflessly continue their day-to-day duties outside the home in support of us all. I am sure the nation will join me in assuring you that what you do is appreciated and every hour of your hard work brings us closer to a return to more normal times* (The Telegraph, 2020).

2. *I also want to thank those of you who are staying at home, thereby helping to protect the vulnerable and sparing many families the pain already felt by those who have lost loved ones* (the same).

Three times Her Majesty addresses you as a nation: 1) at the beginning of her speech; 2) in the middle of it; 3) at the end of it:

1. *I am speaking to you at what I know is an increasingly challenging time* (The Telegraph, 2020).

2. *Together we are tackling this disease, and I want to reassure you that if we remain united and resolute, then we will overcome it* (the same).

3. *But for now, I send my thanks and warmest good wishes to you all* (the same).

So, within the Queen Elizabeth II coronavirus discourse the deictic field of addressee is stratified into:

1) deictic field of people staying at home during the period of coronavirus;

2) deictic field of people doing day-to-day duties to support nation during the coronavirus pandemic;

3) deictic field of nation.

This mechanism of stratification of the deictic field of addressee allows Queen Elizabeth II to address different persons: nation as a whole; care workers, doctors, nurses and people doing their day-to-day duties during the coronavirus and people staying at home at self-isolation. As a result, the usage of this mechanism makes it possible to transform the monologue of Queen Elizabeth II into polylogue with silent addressee, which is artificially created and imitates the natural communication.

The same mechanism of stratification we can observe within the deictic field of addressor, when it is stratified into several layers:

1) deictic field of addressor / speaker – I – Queen Elizabeth II (*I, my, me*):

*It reminds me of the very first broadcast I made, in 1940, helped by my sister;*

2) deictic field of addressor / speaker – We – as a nation (*we, our, us*):

*The pride in who we are is not a part of our past, it defines our present and our future;*

3) deictic field of addressor / speaker – We – as sisters of royal family (*we*):



*We, as children, spoke from here at Windsor to children who had been evacuated from their homes and sent away for their own safety* (The Telegraph, 2020).

So, the given mechanism of stratification of the deictic field of addressor/speaker allows Queen Elizabeth II to put on different social roles within the limited time of the discourse realization: to be the monarch, the sovereign, the head of the state; to be an ordinary person of nation; to be a child of royal family. This social roles differentiation of Queen Elizabeth II helps Her Majesty to be closer to the ordinary people, who belong to different social and age groups, and, thus, to make Her speech more clear and acceptable for them.

Queen Elizabeth II uses also mechanism of layering of the deictic fields of addressee and addressor, when the deictic field of addressee – You – as a nation and deictic field addressor – We – as a nation are united:

1. *Together we are tackling this disease, and I want to reassure you that if we remain united and resolute, then we will overcome it* (The Telegraph, 2020).

This mechanism of layering allows Queen Elizabeth II to demonstrate the necessity of being united for all the participants of the given discourse as members of nation to overcome the problems of the global and national scale known as coronavirus disease.

The universal deictic field represented by pronouns *everyone, all of, all* is used to make equal all the participants of communication at the face of the described events, as well as at the face of coronavirus disease:

1. *But for now, I send my thanks and warmest good wishes to you all* (The Telegraph, 2020).

2. *I want to thank everyone on the NHS front line, as well as care workers and those carrying out essential roles, who selflessly continue their day-to-day duties outside the home in support of us all* (the same).

All the used mechanism of deictic field stratification and layering are known as manipulative techniques. Nevertheless, Queen Elizabeth II uses the given mechanisms not to receive her own benefits of their usage but to influence people in their special state: state of shock and despair, state of panic.

## 5. Conclusions

Summing up the material, we can state that the Queen Elizabeth II coronavirus discourse as argumentative discourse is Her Majesty fifth special address to the nation with the purpose to calm the people down, to explain situation, to direct

the people to be strong, to be patient and supportive to each other, to be united as a nation to overcome the problems of the coronavirus pandemic. To realize the purposes of Her discourse Queen Elizabeth II effectively uses a set of extra-linguistic factors: factor of addressor's dress color, factor of addressor's manners, factor of situation layout, factor of the video and photo materials usage, factor of image plan, as well as argumentative technique, the manipulative techniques of story-telling and of the deictic fields usage. The manipulative techniques are used by Queen Elizabeth II not to receive her own benefits of their usage but to influence people in their special state: state of shock and despair, state of panic.

It is prospective to investigate the argumentative component of the given discourse, the realization of the story-telling technique. It is also important to pay attention to the stylistic features of the given discourse.

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