

## PHILOLOGY

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### **The analysis of politician's verbal behavior through the example of Barack Obama's public speaking: linguostylistic aspect.**

It is carried out the analysis of Barack Obama's speech behavior. The speech of politician as multifaceted phenomenon allows to verify the peculiarities of a person political thinking. We consider such means of persuasion as parallel constructions, euphemisms, conceptualization of states, antithesis, emotional epithets, metaphors. The analysis of American former president's speeches allows coming to the conclusion that communicative image of this politician is observed in his intention to use positive connotation of his emotional-expressive vocabulary.

Key words: language competence of a politician, speech behavior, stylistic device, persuasion.

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