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STORYTELLING TECHNIQUE WITHIN THE UK PRIME MINISTER BORIS JOHNSON'S ADDRESS TO THE NATION ON THE RUSSIAN INVASION OF UKRAINE, 02.24.2022

The following work is devoted to the problems of storytelling technique within the UK Prime Minister's address to the nation on the Russian invasion of Ukraine on the 24-th of February, 2022, which is defined in given work as politico-ideological, argumentative, declarative discourse. The UK Prime Minister's address to the nation on the Russian invasion of Ukraine on the 24-th of February, 2022, is determined in the following work as the politico-ideological manifesto of the followers and defenders of the free, democratic world with its mission, strategic and tactic purposes. The storytelling technique is defined in given work as a process of introducing information in a form of a story with emphasis on the pragmatic purposes of its creator, being the easiest form of perceiving information by the recipient in the way, appropriate for the information creator. It is pointed out that the UK Prime Minister's address to the nation on the Russian invasion of Ukraine on the 24-th of February, 2022, as a story, occurs at the moment of narrator telling it. It is stressed that it is a living story in which the narrator and recipient are active doers, active creators of it. It is stated that Boris Johnson's message is a living story, in which the described real facts are mixtured with Prime Minister's dialogue with the people of the UK, Ukraine and Russia. It is stated that the place of Boris Johnson's story occurrence is modern global arena with emphasis on the European continent in the form of Ukraine territory. It is underlined that the UK Prime Minister's address to the nation on the Russian invasion of Ukraine on the 24-th of February, 2022, has narrative structure: introduction, main body and end. It is stressed that the UK Prime Minister's address to the nation on the Russian invasion of Ukraine on the 24-th of February, 2022, as a story, is given in positive, categic, official, declarative form, similar to the form of manifesto, program, with its optimistic end. It is stated that the usage of the storytelling technique within the UK Prime Minister's address to the nation on the Russian invasion of Ukraine on the 24-th of February, 2022, makes it possible to transform the individual story of Boris Johnson into collective story with the UK Government responsibility for the safeness of the UK at the times of Russian invasion of Ukraine; with the UK community responsibility to support and to be on the side of Ukraine; with the responsibility of the whole free, democratic world in its struggle against evil of the Russian Federation.

Key words: *storytelling technique, narrative, discourse, recipient, politico-ideological manifesto.*

Problem statement. It is known that any discourse as socio-cultural communication presupposes its pragma-communicative purposes realization, which is impossible without underlining its strategic and tactical purposes, as well as the means, the ways of their realization. Storytelling technique is considered to be one of these means for efficient discourse realization, which presupposes presenting information in a form of a story, narrative, which is the easiest form of perceiving information by the recipient and, thus, the most efficient form to convey information from creator of information to recipient; as well as it has manipulative potential, which may be used implicitly, without recipient knowing it.

The given work researches the features of the storytelling technique within the UK Prime Minister Boris Johnson address to the nation on the Russian

invasion of Ukraine on the 24-th of February, 2022, with emphasis on the pragma-communicative purposes of the discourse realization, as well as with emphasis on its manipulative potential.

Literature review. Storytelling technique comes from the narrative investigations [1– 3; 7; 8; 14] and discourse investigations [4–6; 9], being defined as one of the most effective technique to realize pragma-communicative purposes of discourse. The following work makes its contribution to the storytelling technique investigations by continuing a series of research findings [11; 12] devoted to the given problems, as well as to the investigation of the UK Prime Minister Boris Johnson discourses features, to the investigation of the individual language usage by Boris Johnson [10; 13]. These facts make the given scientific research acute and valuable.

The aim of the paper is to investigate the storytelling technique of the UK Prime Minister Boris Johnson addressed to the nation on the Russian invasion of Ukraine on the 24-th of February, 2022, as the means to realize pragma-communicative purposes of the given discourse. Method of simple calculation, discourse analysis method, method of immediate constituents, pure sampling and comparative method are used to realize the aim of the given work.

The material of the article. The UK Prime Minister Boris Johnson addressed nation on the Russian invasion of Ukraine on the 24-th of February, 2022, the first day of Russian aggression, using radio, TV, internet and press.

In the given work the UK Prime Minister's address to the nation on the Russian invasion of Ukraine on the 24-th of February, 2022, is defined as politico-ideological, argumentative, declarative discourse in a form of monologue as part of virtual communication, resembling actual communication in a form of dialogue with silent addressee [13]. The UK Prime Minister Boris Johnson's message contains direct address to the people of the UK, of Ukraine and Russia and indirect address to the allies with the purpose to express support and make real help for the Ukrainians in their struggle for sovereignty and independence, to express condemnation for Russian aggression, to consolidate mutual efforts with the allies to help the Ukrainian people in their struggle against Russian invasion and to express readiness of the UK Government to save the UK community of the Russian invasion danger.

The UK Prime Minister Boris Johnson's address to nation on the Russian invasion of Ukraine on the 24-th of February, 2022 is defined in given work as the politico-ideological manifesto of the followers and defenders of the free, democratic world with its values of goodness [13], in which Boris Johnson expresses mission, strategic and tactic purposes to fight and destroy the empire of evil – the Russian Federation (1) and to help Ukraine to restore sovereignty and independence (2):

1. *Our mission is clear. Diplomatically, politically, economically – and eventually, militarily – this hideous and barbaric venture of Vladimir Putin must end in failure* [15].

2) *We will work with them – for however long it takes – to ensure that the sovereignty and independence of Ukraine is restored* [the same].

In his message Boris Johnson uses storytelling technique to realize pragma-communicative purposes of the given discourse. Storytelling technique as a means to present any information in a form of a

story with its ideas, structure, time and place of its occurrence is able to influence recipient by presenting information in its easiest form, being perceived by the recipient in the way, appropriate for the information creator.

The UK Prime Minister Boris Johnson's address to the nation on the Russian invasion of Ukraine on the 24-th of February, 2022, as a story, has its place and time of occurrence.

The place of its occurrence is modern global arena with emphasis on the European continent in the form of Ukraine territory, as local (regional) Russian-Ukrainian conflict has grown into continental and even into global conflict, being dangerous not only for Ukraine, for the whole Europe, but for the whole mankind.

The time of the UK Prime Minister Boris Johnson's address to the nation on the Russian invasion of Ukraine on the 24-th of February, 2022, is up-to-date moment of time. The given story occurs at the moment of narrator telling it. It is a living story in which the narrator and recipient are active doers, active creators of it. The usage of the Present Perfect, Present Perfect Continuous Tenses makes the given story vivid, vital, living, in which narrator and listener are co-members, co-actors of it:

1. *President Putin of Russia has unleashed war in our European continent. He has attacked a friendly country without any provocation and without any credible excuse* [15].

2. *Innumerable missiles and bombs have been raining down on an entirely innocent population* [the same].

Storytelling technique as a way to present any information in a form of a story with its structural elements is able to influence recipient by making stress on the information of its structural blocks, by presenting logical or illogical order of the real facts and, thus, making stress on the most important information from the point of view of its creator.

Normatively, any story is created with emphasis on its structure with three main blocks: introduction (the initial part), the main part (the main body) and the final part (the end). The UK Prime Minister Boris Johnson's address to nation on the Russian invasion of Ukraine on the 24-th of February, 2022, as a certain story, has its normative logical structure of the mentioned elements: the introduction, the main body, the end.

The introduction of it is presented by the introduction itself and preamble. The preamble contains the additional information of the given message and the introduction itself underlines the main

problems of the message. Thus, the preamble of the UK Prime Minister Boris Johnson's address to nation on the Russian invasion of Ukraine on the 24-th of February, 2022, contains the information of his early hours Russian invasion call to President Zelenskyy for supporting Ukraine, as well as information on the accuracy of the British Intelligence:

Shortly after 4 o'clock this morning I spoke to president Zelenskyy of Ukraine to offer the continued support of the UK because our worst fears have now come true and all our warnings have proved tragically accuracy [15].

The introduction itself contains information about the war unleashed by President Putin in Europe and Russian vast invasion of Ukraine:

President Putin of Russia has unleashed war in our European continent. He has attacked a friendly country without any provocation and without any credible excuse [15].

Thus, the information of the preamble with its additional information being of the secondary value in comparison with the information of the introduction itself with emphasis on the main problems of the message is able to be transformed into the information of primary value because of its initial strong position within the given message.

In this case, the information of the secondary value on Boris Johnson's call and the accuracy of the British Intelligence receives the parameters of the information of the primary value, the way the information on Russian invasion has, underlining the UK contribution, as well as personal Boris Johnson contribution to the solution of the problems mentioned in the given message – to give support to Ukraine in its struggle for independence and sovereignty, to save the free, democratic world from the barbaric Russian Federation.

Transformation of the secondary value information into information of the primary value becomes especially efficient in the content of nation orientation of the Boris Johnson's address to the nation on the Russian invasion of Ukraine on the 24-th of February, 2022.

The main body of the story contains the action itself. The UK Prime Minister Boris Johnson's address to nation on the Russian invasion of Ukraine on the 24-th of February, 2022, contains the information about: the vast invasion of Russian Federation with bombing, killing the innocent population of Ukraine (1); about Ukraine as friendly neighboring country (2); the UK help to Ukraine (3); the UK allies and collective help for Ukraine (4); the purposes and mission of the followers and defenders of the free, democratic world

(5); address to the Russian people (6); to the people of Ukraine (7), to the UK community (8):

1. *Innumerable missiles and bombs have been raining down on an entirely innocent population. A vast invasion is underway by land by sea and by air* [15].

2. *We have Ukrainian friends in this country; neighbours, co-workers Ukraine is a country that for decades has enjoyed freedom and democracy and the right to choose its own destiny* [the same].

3. *It is because we have been so alarmed in recent months at the Russian intimidation that the UK became one of the first countries in Europe to send defensive weaponry to help the Ukrainians* [the same].

4. *Other allies have now done the same and we will do what more we can in the days ahead. Today in concert with our allies we will agree a massive package of economic sanctions designed in time to hobble the Russian economy* [the same].

5. *Our mission is clear: Diplomatically, politically, economically – and eventually, militarily – this hideous and barbaric venture of Vladimir Putin must end in failure* [the same].

6. *And so I say to the people of Russia, whose president has just authorised a tidal wave of violence against a fellow Slavic people. The parents of Russian soldiers who will lose their lives...* [the same].

7. *...and I say to the Ukrainians in this moment of agony we are with you we are praying for you and your families and we are on your side And if the months ahead are grim, and the flame of freedom burns low I know that it will blaze bright again in Ukraine* [the same].

8. *and I say to the British people and all who have heard the threats from Putin against those who stand with Ukrainians we will of course do everything to keep our country safe* [the same].

The main body of the given story by Boris Johnson is a mixture of the real facts description and of dialogue by Prime Minister with the people of Ukraine, Russia and the UK (6, 7, 8). Such communicative orientation of the UK Prime Minister Boris Johnson's address to nation on the Russian invasion of Ukraine on the 24-th of February, 2022, makes the given story not only fresh, vivid and vital, but also efficient in the content of the pragma-communicative purposes of the given discourse realization.

The final part of the UK Prime Minister Boris Johnson's address to nation on the Russian invasion of Ukraine on the 24-th of February, 2022, as a certain story, is given in positive, categoric, official, declarative form, similar to the form of manifesto, program:

It is an attack on democracy and freedom in East Europe and around the world. This crisis is about the right of a free, sovereign independent European people to choose their own future and that is a right that the UK will always defend [15].

The UK Prime Minister Boris Johnson's address to the nation on the Russian invasion of Ukraine on the 24-th of February, 2022, as a story, is given from the first person singular (I) and plural (we, our). The given message is a personal story of the UK Prime Minister Boris Johnson, at the same time the usage of the we-narrator makes it a collective story of: the UK Government (1); of the UK community (2); of the followers and defenders of the free, democratic world (3):

1. *We* will of course do everything to keep our country safe [15].

2. a) *We* have Ukrainian friends in this country; neighbours, co-workers [the same].

b) *We* are with you *we* are praying for you and your families and *we* are on your side [the same].

3. *We* – and the world – cannot allow that freedom just to be snuffed out [the same].

Individual (personal) story presupposes individual (personal) responsibility for the given information, while collective story presupposes collective responsibility for the given information.

So, the UK Prime Minister Boris Johnson's address to the nation on the Russian invasion of Ukraine on the 24-th of February, 2022, as an individual story, underlines personal Boris Johnson's as the UK Prime Minister responsibility for the given information.

Collective story within the UK Prime Minister Boris Johnson's address to the nation on the Russian invasion of Ukraine on the 24-th of February, 2022, presupposes the UK Government responsibility for the safeness of the UK at the times of Russian invasion of Ukraine; the UK community responsibility to be on the side of Ukraine; responsibility of the whole free, democratic world in its struggle against evil in the form of tyranny, totalitarianism, despotism, genocide, cruelty, tortures, repressions, suppression, humiliation, intimidation, victimization, kidnapping, killing, raping, bombing, ruining and destroying.

So, being an individual story in its form of presentation, the UK Prime Minister Boris Johnson's address to the nation on the Russian invasion of

Ukraine on the 24-th of February, 2022, has features of the collective story.

Conclusions. The storytelling technique is efficiently used by the UK Prime Minister Boris Johnson in his address to the nation on the Russian invasion of Ukraine on the 24-th of February, 2022. Its usage makes it possible to realize pragma-communicative purposes of the given discourse: to express support and make real help for the Ukrainians in their struggle for sovereignty and independence; to express condemnation for Russian aggression; to consolidate mutual efforts with the allies to help the Ukrainian people in their struggle against Russian aggression; to express readiness of the UK Government to save the UK community of the Russian invasion danger and to consolidate free, democratic forces in their struggle against barbaric Russian Federation.

The storytelling technique as the way to represent any information in a form of a story with its ideas, theme, structure is able to convey efficiently the ideas of the UK Prime Minister Boris Johnson in his address to the nation on the Russian invasion of Ukraine on the 24-th of February, 2022, to the recipient: to the UK community, to the people of Ukraine, of Russia, to the allies and to the free, democratic world followers and defenders.

The storytelling technique as manipulative technique makes it possible to transform personal story with individual responsibility of Prime Minister into collective story with its collective responsibility of the UK Government, of the UK Community, of the free, democratic world followers and defenders at the face of Russian world expansion.

The potential of the storytelling technique elements (the usage of preamble as part of introduction and mixture of description and dialogue forms of communication) make it possible to transform secondary information into primary information, to transform the official forms of communication into actual, living forms of communication, and thus realize pragma-communicative purposes of the given discourse.

It is perspective to investigate the other discourses of the UK Prime Minister Boris Johnson at the period of 2022 Russian-Ukrainian war conflict, as well as the discourses of the other global elite of the same time and on the same problem.

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Гуменюк Н. Г. ТЕХНІКА СТОРІТЕЛІНГУ У ЗВЕРНЕННІ ПРЕМ'ЄР МІНІСТРА СПОЛУЧЕНОГО КОРОЛІВСТВА БОРИСА ДЖОНСОНА ДО НАЦІЇ З ПРИВОДУ ВТОРГНЕННЯ РОСІЇ ДО УКРАЇНИ, 02.24.2022

Подана робота присвячена проблемам техніки сторітелінгу у Зверненні Прем'єр Міністра Сполученого Королівства до нації щодо російського вторгнення в Україну 24 лютого 2022 року, яке в даній роботі визначається як політико-ідеологічний, аргументний, декларативний дискурс. Звернення Прем'єр-міністра Сполученого Королівства до нації щодо російського вторгнення в Україну 24 лютого 2022 року визначено в даній роботі як політико-ідеологічний маніфест послідовників і захисників вільного, демократичного світу з його місією, стратегічними і тактичними цілями. Техніка сторітелінгу в даній роботі визначається як процес подання інформації у формі розповіді з акцентом на прагматичних цілях її творця, де розповідь вважається найлегшою формою сприйняття інформації реципієнтом у спосіб, прийнятний для творця інформації. Зазначається, що Звернення Прем'єр Міністра Сполученого Королівства до нації щодо російського вторгнення в Україну 24 лютого 2022 року, як історія, відбувається в момент розповіді оповідача. Підкреслюється, що це жива історія, в якій оповідач і реципієнт є її активними виконавцями, активними творцями. Стверджується, що послання Бориса Джонсона до нації є живою історією, в якій описані реальні факти змішані з формами діалогічного спілкування Прем'єр Міністра з народом Сполученого Королівства, України та Росії. Зазначається, що місцем розгортання історії Бориса Джонсона є сучасна глобальна арена з акцентом на європейському континенті у вигляді території України. Наголошується, що Звернення Прем'єр Міністра Сполученого Королівства до нації щодо російського вторгнення в Україну 24 лютого 2022 року має структуру розповіді: вступ, основна частина та кінцівка. Наголошується, що звернення Прем'єр-міністра Сполученого Королівства до нації щодо російського вторгнення в Україну 24 лютого 2022 року, як розповідь, подано в позитивній, категоричній, офіційній, декларативній формі, подібній до форми маніфесту, програми, з оптимістичним завершенням цієї історії. Зазначається, що використання техніки сторітелінгу в рамках Звернення Прем'єр Міністра Сполученого Королівства до нації щодо російського вторгнення в Україну 24 лютого 2022 року дозволяє трансформувати індивідуальну історію Бориса Джонсона в колективну історію з відповідальністю уряду Сполученого Королівства за безпеку країни під час російського вторгнення в Україну; з відповідальністю спільноти Сполученого Королівства підтримувати та бути на боці України; з відповідальністю всього вільного, демократичного світу в його боротьбі зі злом Російської Федерації.

Ключові слова: техніка сторітелінгу, наратив, дискурс, реципієнт, політико-ідеологічний маніфест.