



WAYS OF CREATING DIPLOMATIC LANGUAGE IN THE TEXTS OF BBC TALKS

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Research purpose. The purpose of the research is to reveal linguistic ways of creating diplomatic language in different BBC news portal discourses. Moreover, the next step is to highlight the main diplomatic language features in both written and spoken language.

Keywords: diplomatic language, informal speech, formal speech, polite words, linguistic ways, political and business negotiations

Research Methodology. The analysis of theoretical sources that helped to find out the variety of linguistic ways possible to be applied in creating a diplomatic language was carried out. Then the descriptive linguistic analysis that helped to find out linguistic ways of how diplomatic language is created in the BBC news portal, in a field of political talks was performed.

Results / Findings. The analysis of the BBC texts demonstrated that there are stylistic, grammatical, phonetic, semantic and pragmatic types of ways that practically could be employed in creating a diplomatic language. Stylistic ways are a crucial factor for a diplomatic language, especially for those who negotiate, tend to express what they want and what is important; it helps to talk in a way that the audience's feelings would be triggered. Grammatical ways are an integral part of a diplomatic language, such things as modal verbs, question forms, and subjunctive moods were found in political videos and texts of BBC political talks, all these grammatical ways help to make listeners believe in almost everything politicians say. Phonetic ways are a crucial factor for a diplomatic language as well, in many BBC videos only from the intonation, dialect, pauses, language intelligibility were easy to figure out if the business people or politicians are speaking the truth or lying and how they are feeling. Without phonetics diplomatic language would not be so strong. Pragmatics is necessary for people who use a diplomatic language too; it helps to understand the speaker better, to examine their words and what they actually mean, in this case it becomes easier for a listener to give back a proper answer and lastly semantic ways are good for emails and text messages. In a diplomatic language it is especially useful to know how to put words correctly that it would not look like lies and fake stories.

Originality / Practical implications. Diplomatic language is great for politicians and business people, however, that is not all. Some more main still non-verbal communication aspects should be the focus of concern as well if to become a great speaker because they go along side with verbal communication, words and non-verbal communication needs to match, if a speaker wants to give a great speech.