



LINGUISTIC PECULIARITIES OF EMPHATIC SENTENCES IN THE PRESENTATIONS AT TED TALKS

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Research purpose. The aim of the research is to identify linguistic means commonly used for creating emphasis in sentences of public speeches at “*TED Talks*”.

Keywords: cleft, emphatic, emphasis, inversion, passive, presentations, repetition, sentences, structures, TED Talks

Research Methodology. The research consisted of two parts: analysis of theories on the concept analysed and the analysis of the cases of practical application of the linguistic phenomenon. The following methods in were applied: (1) analysis of theoretical sources that helped to define the emphasis itself and the linguistic means used to create emphatic sentences in publicspeechesdiscourse; (2) descriptive comparative linguistic analysis that helped to reveal practical use of the linguistic means used to create emphatic sentences in public “*TED Talks*” presentations. For this research 10 “*TED Talks*” presentations were analysed and 69 examples of various emphatic sentences were found. The reasoning for choosing “*TED Talks*” was to analyse how public speakers apply emphasis while giving a presentation to the audience.

Results / Findings. Emphasis applies additional force and significance to a particular part of a sentence in written or spoken language discourse. Emphasis is usually added by intonation while speaking orally, but in written or other prepared language discourses the various linguistic tools are used, such as inversion, the passive voice, repetition, cleft sentences and emphatic *do* structures. In the chosen “*TED Talks*” speeches the emphatic sentences were used quite frequently, with mostly applied methods, such as repetition, the passive voice and cleft sentences. The most uncommon techniques of emphasizing appeared to be inversion, which theoretically is more frequently used in written texts, andemphatic *do* structures, which are more common in everyday life conversations.

Originality / Practical implications. The research is relevant to presenters of various oral presentations, English students, and overall English speakers to widen their understanding of linguistic speaking patterns and speech range and the reasons for the use of linguistic emphasis to highlight the importance of particular information to keep the listener interested.