



LINGUISTIC ANALYSIS OF CONTEMPORARY PUBLIC SPEECHES

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Research purpose. The aim of the research is to reveal what linguistic features can be identified in contemporary public speeches and how they are different or like other types of speeches.

Keywords: analysis, contemporary, linguistic, language, public, speech

Research Methodology. Analyzing scientific theoretical sources to get a better understanding about the topic followed by descriptive linguistic analysis of a selected contemporary public speech. Identifying various features of contemporary public speeches using previously collected data. Speech that was chosen for this research is Mark Zuckerberg's commencement address at Harvard's university (2017).

Results / Findings. The theoretical analysis revealed there is a wide selection of different speech styles, types and stylistic devices that are used to create contemporary public speeches. The practical analysis of a chosen speech showed how using those mentioned styles and devices helps with sending the intended message to the audience and achieving the speaker's goals. Like any other speeches, contemporary speeches are dependent on the audiences and peoples' preference of the topics presenters choose.

Originality / Practical implications. The speech of choice was directly intended for people involved in the activities of higher education institutions (students, lecturers, etc.). Therefore, the analysis is important for the community of students, lecturers and everyone related to educational institutions as future presenters could consider using similar styles and linguistic devices to those analyzed in the chosen contemporary public speech for better results.