

являлся членом общества, попадающего под призму жестокого расизма. Его речь был криком души, рассказом о собственной мечте, которая касалась жизни многих. Оратор призывает слушателей обратиться к высшим ценностям и достоинствам человека; свобода, равенство, братство, – всё это нашло отражение в стратегиях пафоса. В речи присутствует цикличность, которая используется в стратегиях логоса. Мартин Лютер Кинг делает акцент на одних и тех же фразах, использует анафору, его речь лингвистически структурирована, изобилует речевыми средствами, представляя интерес для дальнейшего анализа.

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The researcher conducts an analysis of rhetorical strategies of ethos, pathos and logos in the speech *I Have a Dream* by M.L.King. The paper identifies that logos is manifested in the speech by the repetition of key words and anaphora, ethos – by an appeal to audience values and self-presentation strategy, pathos – by metaphor and emotionally charged words.

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## GESTURES AS A KEY FACTOR OF SUCCESSFUL BUSINESS PRESENTATIONS

В статье рассматривается влияние жестов на проведение эффективной бизнес-презентации. Предпринята попытка изучить особенности таких групп жестов, как коммуникативные, замещающие в речи элементы языка, и описательно-изобразительные, сопровождающие и теряющие смысл вне речевого контекста. Проанализирована классификация жестов Д. Макнила, который в своей работе выделил иконические, дейктические (указательные), метафорические и ритмические жесты. Целью исследования стал анализ современных бизнес-презентаций на английском языке, имеющих в свободном доступе в Интернете, на наличие определенного набора жестов. Результаты анализа приведены с указанием использованных типов жестов и их иллюстративной силы.

Speaking about communication in general and business communication in particular one should keep in mind that it has not only the form of verbal communication (that is when the sender uses words to transmit the message to the receiver), but also the form of non-verbal communication.

Non-verbal communication (body language in other words) can be described as the communication between the sender and the receiver with the help of signs.

It plays an important role in the process of business presentation. In the business sphere people are forced to sell themselves constantly. It does not matter if the speaker is an entrepreneur who tries and convince investors that the investments are profitable or a CEO presenting a new product to the clients; in any case the necessity to give a presentation is inevitable. This very presentation will influence the success of the personal career or the success of the company.

A famous American writer F. Scott Fitzgerald stated that “personality is an unbroken series of successful gestures” [1]. Therefore, attempting to depict an ideal image of the speaker, one should take the speaker’s ability to use all the potential opportunities of his or her body into consideration. Associate professor of Psychology Spencer Kelly found out that gestures draw people’s attention to the acoustics of speech: “Gestures are not merely add-ons to language – they may actually be a fundamental part of it” [2].

The author of the book “Effective Public Speaking: The Essentials of Extempore Speaking and of Gesture” Joseph Mosher defined gesture in the following way: “Gesture may be broadly defined as visible expression, that is, any posture or movement of the head, face, body, limbs or hands, which aids the speaker in conveying his message by appealing to the eye” [3, p. 89]. If the speaker uses gestures correctly, they can help enhance the message. In this case the person feels confident and relaxed while sharing his or her ideas or presenting some products or services. However, if the speaker fails using gestures consciously and in the correct way, then he or she can distract the audience or send the wrong non-verbal message.

Communication coaches and public speakers point out such gestures as crossed arms (the person uses it when her or she wants to cut off, disagree or protect); hands crossed in front (feeling weak, timid or needing protection); hands in pockets (quite often it reveals the speaker’s nervousness). Hand and arm movements are a significant part of the visual picture while speaking in public. They can be considered as reinforcements of the words and ideas the speaker wants to convey and a non-verbal representation of our feelings.

The American psychologist and writer D. McNeill specializes in psycholinguistics and the relationship of language to thought and the gestures that accompany discourse. In his paper “Gesture: A Psycholinguistics Approach” he, in cooperation with E. Levy, proposed the classification of four categories:

- *iconic* – they present concrete entities and (or) actions and function through its formal and structural resemblance to some events or objects (for example, grasping or bending while telling about people who grasped or bent);

- *metaphoric* – the gestures can render abstract content. An abstract meaning “is presented as if it had form and/or occupied space. For example, a speaker appears to be holding an object, as if presenting it, yet the meaning is not presenting an object but an “idea” or “memory” or some other abstract “object” [4, p. 4];

- *deictic* – these gestures can be made not only by hands, but also by any part of the body. The speaker can point to the position of some abstraction in space using his or her head, nose, leg, eyes or elbow;

- *beats* – they are mere flicks of hand (or hands) up and down, back and forth that indicate speech fragments attaching special significance. They have “discourse functionality, signaling the temporal locus of something the speaker feels to be important with respect to the larger context. One can think of a beat as gestural yellow highlighter” [4, p. 4].

The materials for the research are business pitches and presentations in the form of videos of various topics which are given in the public domain on the Internet. We decided to present the results of the analysis in the following table.

The speaker	Speech	Gestures	Comments (category of gestures)
Ed Blunt (topic – Business conference, part 1) [5]	We have the opportunity to work with each other and learn from each other	The hand swaying quickly to show the interaction of the speaker and the audience	iconic, beats
	There are things that I can do to help you make money or the things that you could do to help me make money	First hands pointing to the audience then to the speaker himself	deictic
	And it becomes like a unit	Palms folded together	metaphoric
	So if you’ve been in this business for longer than six months raise your hand	The speaker raises his hand too	conversational gesture (accompanies speech)
	Everybody in this room has the capacity to do what you will this idea	While pronouncing the word “idea” the speaker holds the hand like he has something in it	metaphoric
	Five simple words – the will to do it	The speaker shows number five with his hand	iconic
Emily Ruhl (3D printing) [6]	“Flattened” was an adjective used to describe the consequences of the major storms that 2017 experienced	The speaker’s arms out to the sides	iconic
	So between ocean warming and natural disasters, coral reef fish are also experiencing a flattening of their reef homes across the globe	The speaker bends to the left and to the right	iconic
Jill Harland (ionic liquids) [7]	According to a poll in the UK ionic liquids are voted the number one innovation to shape the 21 <sup>st</sup> century	The speaker shows number one with the help of her finger	emblems
	Ionic liquids are salts. Just like the table salt you’d sprinkle on your popcorn	The speaker acts out the movement of salt sprinkling	iconic

	Well, that's where my research comes in. I study ionic liquids for carbon dioxide capture	Points to herself	deictic
	Ionic liquid could be a superhero of gas capture	The speaker's thumb is up	emblems
Keith Lamping (Slap Wrap Straps) [8]	Slap Wraps is an innovative, patent pending product that enables the user to obtain their grip instantaneously through its key auto-wrapping abilities	The speaker's hand is up and he holds it there for a moment	beats
	Slap wraps will also be sold through retail locations such as Dick's Sporting Goods, Internet venues, fitness events and its own website	The speaker uses hind hand to enumerate the places for selling the product	emblems
Katie Sunday (MissApp) [9]	It would be nice if a male who is developing an iPhone app for us understood us better	The speaker point to herself (as a representative of the female community)	deictic
	There are two problems here. One – not a lot of apps exist for women and two – the apps that do exist..kind of fall short of the mark	The speaker shows numbers with her fingers	iconic
	We're seeking \$ 100, 000 investment in exchange for 25 % stake equity and 10x return	While pronouncing the words "in exchange" and "return" the speaker moves her hand from herself to the potential investors	deictic
Josh Light (coffee cups) [10]	I'm CEO of cup ad and we believe that we have the most effective form of advertising available in the market today	The speaker holds up his fist, while presenting his idea (fist = idea)	metaphoric
	If we continue to get 58 coffee stands every single month for the next 12 months we will have 700 coffee stands at the end of the year	With the help of hand the speaker stresses the given figures	beats (conversational gestures)

In conclusion it should be noted that gesticulation is an important part of presentation as it instills confidence in the speaker's words. The analysis showed that there is abundance of different gestures that can be classified into some categories. We also found out such gestures as emblems which can be considered as quotable gestures. They have standard forms and significances. The research proves the fact that gestures, thoughts and language are interacted.

The gesture is subordinate to the message. The speaker may use a certain amount of such gestures (count off the points on one's finger, full arm extended to some objects, outline sizes or shapes and etc.). Though the speaker should remember that the more natural gesture the better.

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The article considers the analysis of David McNeill's classification of iconic, deictic, metaphoric gestures and beats. An attempt was made to analyze modern business presentations and speeches in order to point out a certain set of gestures the speaker uses while presenting his or her ideas to the enthusiastic audience or potential investors.

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### СПЕЦИФИКА ВЕРБАЛИЗАЦИИ ОТКРОВЕННОСТИ В РУССКОЙ И НИДЕРЛАНДСКОЙ КОММУНИКАТИВНЫХ КУЛЬТУРАХ

В статье автор на основании контент-анализа интервью выявляет ряд культурно обусловленных особенностей вербализации откровенности представителями нидерландской и русской коммуникативных культур.

По мнению исследователей, откровенность – это способность человека выражать свое мнение, признавать свои ошибки не только перед кем-либо, но и перед самим собой, открыто заявлять свою позицию [1]. В качестве примера вербализации откровенности приведем небольшие отрывки из интервью известного российского художника-иллюстратора детских книг Игоря Олейникова [2].

На вопрос *А вы не хотели бы сделать собственную книгу? Не только иллюстрации, но и текст Игоря Олейникова*, художник ответил: *Нет, текст придумывать я не умею. Хотя многие мне предлагали, говорили сто раз: «Придумай свое! Придумай свое!» Но у меня совсем не получается.*