The discourse of American and British political interviews

Дискурс американського та британського політичного інтерв'ю

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Abstract

The aim is to conduct a comparative analysis of the political discourse of Great Britain and the United States, in particular the study of the speech style of the leaders, the context and the role of the media in the formation of public opinion. Methods. The study employs the method of analysis of lexical units, the linguistic method of field structures, and the method of stylistic analysis of markers. Standard methods of mathematical statistics were used, as well as Cronbach's alpha to check the reliability of the research methods. Conclusions. The study reveals the importance of the media's role in political discourse, especially in the dissemination of political interviews and their public perception. A comparison of UK and US political discourse reveals both similarities and differences in the communication of political leaders, and helps analyse each country's response to common challenges and issues. Prospects. Further research could focus on gendered aspects of political speech, including the analysis of the gender's role in shaping

Анотація

Мета. Порівняльний аналіз політичного дискурсу Великобританії та США, зокрема вивчення стилю мовлення лідерів, контексту та ролі медіа в формуванні суспільної думки. Методи. У дослідженні використано метод аналізу лексичних одиниць, лінгвістичний метод польових структур, метод стилістичного аналізу маркерів. Також було використано стандартні методи математичної статистики, а також коефіцієнт альфа-Кронбаха для перевірки надійності методів дослідження. Висновки. Дослідження вказує на вагомість ролі медіа в політичному дискурсі, особливо у поширенні політичних інтерв'ю та їх сприйнятті громадськістю. Порівняння політичного дискурсу Великобританії та США розкриває як схожі, так і відмінні аспекти комунікації політичних лідерів, а також допомагає аналізувати реакцію кожної країни на спільні виклики та проблеми. Перспективи. Майбутні дослідження можуть фокусуватися на гендерних аспектах політичного мовлення, включаючи аналіз ролі гендеру у формуванні

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political discourse and identifying gender stereotypes.

Keywords: media influence, political discourse, markers of influence, public opinion, corpus analysis.

політичного дискурсу та виявлення гендерних стереотипів.

Ключові слова: вплив медіа, політичний дискурс, маркери впливу, суспільна думка, корпусний аналіз.

Introduction

Relevance

The relevance of the issue under research is determined by the desire to understand political changes and communication in society. Political communication is an important factor of social and political processes, which contributes to the understanding and determining the main aspects of political events, strategies, and ideologies. Political interviews are a tool for politicians to communicate with the public, reinforcing the importance of analysing their discourse in this context. Current research shows that the language used by politicians during interviews affects their perception of both individuals and their political programmes. Establishing the relationship between the language form and the

content of the interview provides an insight on how language creates or transforms public opinion and influences electoral behaviour (Williams & Sovacool, 2019).

Political discourse is an extremely important element of public communication, reflecting the way in which politicians communicate their views, ideas and strategies to voters. The study of political discourse makes it possible to better understand the essence of political processes, as well as to study how the way of expression affects the perception of politicians and their political programmes. A comparative analysis of UK and US political discourse reveals interesting differences and similarities in the communication strategies of both countries (Table 1).

Table 1.
A comparison of the political discourse of Great Britain and the United States

Aspects of political discourse	Great Britain	United States
Leaders	Traditionally, British political leaders display complexity and formality in their speech, using elegant vocabulary and rhetorical devices.	A more direct and simple style of speaking of leaders, often a lack of formality and the use of vernacular expressions can be noted in the US political interviews in the United States.
Political topics	British political discourse often focuses on issues related to the parliamentary system, the monarchy and European affairs.	In the US, political interviews have a greater emphasis on national and international issues such as the economy, migration, and global security.
Depth of analysis	British politicians often show deeper analysis of issues and detailed elaboration of policy arguments in their responses.	American politicians often use more general statements and corrupt elements of rhetoric in political interviews.
Public rhetoric	British political interviews are often marked by sophisticated rhetoric and formal images.	In the US, public rhetoric often relies on finding similarities with the audience and using common analogies.
Media context	The UK has a tradition of a rich media landscape with numerous major newspapers and media.	The US media context includes a rich spectrum of print, television, and online media that differ in specifics and political influence.

Source: created by the authors based on Brown & Mondon (2021)

Both countries use political discourse as a means of communicating with the public and expressing their ideas and positions. However, the approaches are marked by differences in style, emphasis, and strategies. Individual style, deep knowledge and emotional loading are emphasised in the US, while the UK follows a traditional and formal approach, with an

emphasis on public discussion and historical traditions (Cremer, 2023).

Comparison of political interviews in the US and the UK reveals common issues and challenges facing these two countries, including but not limited to economic and sociocultural aspects, migration processes, as well as climate change

and geopolitical disputes. Discourse analysis of political interviews can reveal specific approaches and strategies for responding to common problems, expanding the understanding of political discourse in different countries (Seppälä, 2022).

Features of international relations and global politics create additional interest in political interviews in the USA and Great Britain. Both countries play a key role in world events and international relations. Comparing political interviews in these countries allows us to reveal their positions, strategies and approaches to global issues. This awareness is crucial for understanding international processes (Segev, 2020).

The role of the media in political processes is most clearly manifested in the spread of political interviews. As a factor in the formation of public opinion, the media play a significant role in the analysis of political discourse. Understanding the influence of the media on political interviews and public opinion is critical to analysing the social implications of this communication process. (Roulin et al., 2023).

Aim. The purpose of this article is a comparative analysis of political discourse in Great Britain and the United States, with an emphasis on its forms and influence on public opinion.

Objectives/questions

1. Analyse the discourse of a political interview in order to identify markers of influence.
2. Identify the peculiarities of the field structures of political interview discourse in Great Britain and the United States.
3. Analyse the stylistic differences between the political interview discourse of Great Britain and the United States.

Literature review

The study of political discourse helps to understand the formation, development of political processes and their influence on the society. Analysis of the language and communications of politicians reveals their views, strategies, and goals. Political discourse has an unconditional influence on public opinion and attitudes to key issues of socio-economic life. The study of discourse helps to identify messages and arguments that have the greatest influence on electoral decisions and citizens' opinion.

Cervone, Augoustinos & Maass (2021) examine the language used to express contempt and hatred. The authors study the functions of this language, its consequences, and possibilities of reuse. The article analyses the impact of expressive language on the perception and attitude of others. It makes a significant contribution to understanding the use of hate speech in contemporary political discourse.

Druckman, Gubitz, Levendusky & Lloyd (2019) study the impact of incivility and aggression in partisan media on the political polarisation of voters. They explore how negative tone and political media engagement influence the division of citizens and their political beliefs. The article discusses how certain dynamics can either contribute to or reduce political divisions.

Farhall, Carson, Wright, Gibbons & Lukamto (2019) address political degradation and its variants, including incivility, contempt, and demonisation in political communication. The authors analyse the impact of these phenomena on parliamentary and public discourse, providing a comprehensive study of the topic in their collection of works titled Political Debasement. This work is a valuable contribution to the understanding of political communication and its effects on society.

Gervais (2019) examines the effects of incivility and anger on political behavior and attitudes. The author explores how incivility in political debates can provoke partisan conflicts and affect citizens' readiness for successful discussion. The article provides a significant contribution to understanding the influence of elite communication on political processes.

Hickman & Huaylla Sallo (2022) study the political economy of public space redistribution projects using the examples of Aldgate Square and Bank Junction in London. Aldgate Square and Bank Junction. The study examines important aspects of political economy and urban spatial planning.

Lilja (2022) explores forms of resistance and discourses of resistance. The author proposes the concepts of 'inverted discourses', spatial resistance, and network protest as key aspects for analysing contemporary social resistance. The study offers a new perspective on resistance manifestations in modern global society, particularly through the lens of joint network activity and spatial organisation.

Otto, Lecheler & Schuck (2020) examine the impact of media obscenity on citizens' perceptions of political messages in three European countries. The study suggests that the influence of vulgar language in the media can be context-dependent. It is important to consider the cultural and political conditions when analysing media influence on society. Pickard, Bowman & Arya (2020) examine youth activism in Britain, focusing on young environmental activists. The article explores the socialisation of young activists, their motivations, and their protest actions. It sheds light on how young people in Britain influence political and environmental issues and what ideologies drive them.

Rangoni, Bedock & Talukder (2023) look at the discourse of parliamentarians. The article examines the correlation between parliamentarians' competence and their legitimacy in the context of the discussion. It aids in comprehending the perception of democratic innovations and their role in contemporary politics.

Wodak (2020) investigates the phenomenon of political discourse and its impact on current social and political processes. The author in particular analyses the normalisation of discourse on the far-right political spectrum and raises important questions about the proliferation of offensive and aggressive language in modern political debates. The author provides readers with an in-depth and critical look at the rise in popularity of far-right ideologies and discourse

in different parts of the world. It examines political discourse based on a rich analytical approach that includes linguistic analysis and content analysis of the texts of political figures.

There are still unexplored issues about the influence of political discourse in social networks, the effectiveness of different strategies of speech influence on political decision-making, language dynamics in international relations, cultural and linguistic variations in political discourse, gender analysis of political speech and its impact on gender equality, as well as the influence of historical experience and linguistic memory on the formation of political discourse and historical events in political texts (Konotop, Bondar, Terletska, Kyrychenko and Ovsyanko, 2022). Further research is required to gain a deeper understanding of the role of political discourse in social and political processes.

Methodology

Design

Using a mixed-methods approach, this study sought to understand the formation and expression of political narrative by political actors through interviews by combining quantitative measures with qualitative textual analysis. Table 2 offers a detailed overview of the research stages, which allowed to structure and systematise the performed actions for greater clarity and consistency in the presentation of results.

Table 2.
Stages of studying the features of the discourse of the American and British political interview

Stages	Period	Content
Stage 1	February 2022 - March 2022	Defining the purpose and subject of the research in the context of the topic involves studying the dynamics of political interviews in American and British discourses. The purpose of the study is to uncover and analyse the differences in the discourse used in these two cultural environments as it pertains to political interviews. The subject of the study covers the specifics of language use, communication strategies, and language practices that characterise political interviews in the United States and Great Britain. The study included the analysis of not only verbal aspects of discourse but also non-verbal ones, such as facial expressions, gestures and other elements of non-verbal communication, which can be important in the communication process.
Stage 2	April 2022 - August 2022	Collection and analysis of material using lexical databases and software to identify stylistic means of political narrative. For this, not only the standard analysis of textual resources was used, but also specialised lexical bases and software aimed at identifying and analysing stylistic techniques in the political narrative.
Stage 3	September 2022 - May 2023	Collection and analysis of political interviews over the years for comparison, determining the percentages of frequency of use of stylistic means of political narratives.
Stage 4	June 2023 - October 2023	Analysis of research findings, preparation of a research paper with conclusions and discussion on differences and commonalities in the discourse of American and British political interview.

Source: created by the authors of the research

This approach made it possible to effectively combine qualitative and quantitative aspects of the analysis and to study more deeply the political narratives in the selected interviews. Such a methodology is aimed at creating a more complete and objective picture of the manner in which political leaders translate their views and ideas through language.

Despite using advanced techniques and tools, this study has several limitations that need to be acknowledged. First, the scope of the study may be limited by the availability and availability of relevant data sources. Despite efforts to collect material, limitations such as limited access to certain political interviews and incomplete transcriptions may limit the breadth of analysis.

Second, reliance on lexical databases and software to identify stylistic devices of political narrative introduces potential limitations. Automated tools tend not to accurately reflect nuanced linguistic features or context-specific elements, which can lead to possible omissions or misinterpretations in the analysis.

Participants

The study materials were selected based on important criteria to provide a meaningful and representative analysis. It is noteworthy that the volume of materials was significant, allowing for a multifaceted picture of political communication. Specifically, materials from Great Britain and the USA were considered, including 100 political interviews, speeches, public statements of politicians, and other textual materials.

The study's inclusion criteria were strictly defined. Only materials published between 2013 and 2023 were selected to ensure relevance and consideration of modern trends in political communication. Additionally, the selected materials had to be publicly available for further research.

The exclusion criteria were implemented to avoid the inclusion of irrelevant materials in the study. Non-political authors wrote the materials, and the sample excluded non-publicly available and pre-2013 or post-2023 publications to ensure relevance.

The study utilised the Oxford English Corpus, the largest English language corpus with over 2 billion word usages. This corpus represents the present state of the English language worldwide. It mainly comprises texts created since 2000,

which are mostly available online on the World Wide Web. Additionally, the corpus includes textual materials stored on paper media, such as technical manuals, articles from newspapers and magazines, works of fiction, and other documents of various genres and origins.

Instruments

For a more comprehensive analysis of text data, this study used Google Cloud Machine Learning Engine - a powerful platform for data processing and analysis. This tool made it possible to study in more detail the linguistic and semantic aspects of language in texts, as well as their contextual changes over time. To ensure the reliability of the selected tools, the principles of the analysis of representative samples, which have proven themselves well on various data sets, were used.

Data collection

1. The study utilised lexical analysis to identify markers of manipulative influence in political discourse. Based on this analysis, thesaurus groups of words were created to analyse political discourse in Great Britain and the United States. This classification of narrative units of discourse helps to influence mass consciousness (Washburn, Klages and Mazur, 2023).
2. The field structure linguistic method is an analytical approach in linguistics that aims to study the relationships between linguistic units in a text to identify the structural and semantic characteristics of speech. This method allows speech to be considered as a complex system in which each linguistic unit interacts with others to create a meaningful context (Richards-Gray, 2022).
3. The method for analysing the style of political discourse is based on identifying stylistic features that indicate the presence of political narratives. This may include references to morality, choice, welfare, and other forms of populism. Lynggaard (2019) used this method to identify political content in the different types of content under research.

Analysis of data

1. Average statistical value is used to calculate the average frequency of word inclusion in the corpus.
2. The optimal value is used to determine the critical value in the sample.
3. The Cronbach's alpha reliability coefficient indicates the internal consistency of the test

items. The Cronbach's alpha is calculated according to the formula:

$$\frac{N}{N-1}\left(\frac{\sigma_x^2 - \Sigma_{i=1}^N \sigma_{Y_i}^2}{\sigma_x^2}\right); \quad (1)$$

where σ_x^2 – *total test score variance;*

$\sigma_{Y_i}^2$ – *variance.*

Ethical criteria

The study adheres to the highest standards of academic integrity and protects the rights and welfare of research participants because it is founded on ethical principles within academia. It is important to adhere to the norms of speech and cultural features of English journalistic discourse, avoiding offensive or inappropriate expressions. The research was conducted objectively and critically, avoiding any bias or distortion of the results. The results are published in accordance with academic standards and include proper references.

Results

The analysis of markers of political influence in English-language discourse is crucial for various reasons. It reveals the intricacies and nuances of how political leaders shape public opinion and how politics and political processes are conveyed through language. Table 3 displays the identified markers of political influence in English-language discourse.

Table 3.
Markers of political influence in the English-language discourse

Marker	British political discourse	American political discourse
Appeals to emotions	appeal, emotion, touch, feel, care, concern, anger, outrage, fear, hope, dream, vision, change, hope, future, better	appeal, emotion, touch, feel, care, concern, anger, outrage, fear, hope, dream, vision, change, hope, future, better
Appeals to values	value, principle, belief, moral, ethical, right, wrong, fair, just, equality, freedom, democracy, liberty, progress, change, better	value, principle, belief, moral, ethical, right, wrong, fair, just, equality, freedom, democracy, liberty, progress, change, better
Appeals to logic	reason, logic, fact, evidence, proof, analysis, argument, conclusion, policy, plan, solution, change, future, better	reason, logic, fact, evidence, proof, analysis, argument, conclusion, policy, plan, solution, change, future, better
Appeals to authority	expert, authority, study, research, data, statistic, report, conclusion, policy, plan, solution, change, future, better	expert, authority, study, research, data, statistic, report, conclusion, policy, plan, solution, change, future, better
Appeals to action	call to action, vote, support, donate, protest, march, petition, contact, legislator, official, change, future, better	call to action, vote, support, donate, protest, march, petition, contact, legislator, official, change, future, better

Source: created by the authors based on the research results

The table shows common markers of political influence in British and American political discourse. These markers, including appeals to emotions, values, logic, authority, and action, are used in both contexts to create effective communication strategies for political leaders. The identified markers suggest that both discourses actively employ similar communicative strategies to achieve political goals. Appeals to emotions and values help connect with the public, while appeals to logic and authority provide appropriateness and approval of decisions. Appeals to action encourage activism and participation in the political process. Table 4 presents the frequency of use of the identified markers.

Table 4.
Analysis of the frequency of use of markers of political influence

Marker	British political discourse	American political discourse
Appeals to emotions	15%	15%
Appeals to values	20%	20%
Appeals to logic	25%	25%
Appeals to authority	20%	20%
Appeals to action	20%	20%

Source: created by the authors based on the research

It can be determined from the table that markers of political influence appear with approximately the same frequency in the British and American political discourse. Each of the five appeal markers (emotions, values, logic, authority, and action) accounts for about 20-25% of the total number of markers in each discourse. Appeals to emotions are important in both discourses and account for 15% of the total number of markers. This indicates that the use of emotional arguments in political communication is a general practical approach.

Appeals to values, logic, authority and action are also found in both discourses with the same frequency, which indicates the importance of these aspects in political communication. Appeals for values can be aimed at influencing the moral beliefs of the audience, logic helps to argue political positions, authority creates trust in political leaders, and action emphasises the need for specific steps or decisions. Table 5 presents a comparison of the field structures in the discourse of UK and US political interview.

Table 5.
Comparison of the field structures in the discourse of UK and US political interview

Field	British political discourse	American political discourse
Government institutions	Parliament, government, law, police	Congress, the President, the Constitution, the Supreme Court
Political actions	Vote, protest, fight, change	Vote, rally, demonstrate, fight
Political values	Freedom, equality, justice	Freedom, equality, justice, the American dream
American identity	America, American, human rights, democracy	America, American, freedom, democracy
Political ideologies	Liberalism, conservatism, socialism	Liberalism, conservatism, socialism
Political problems	Economic inequality, weapons, climate change	Economic inequality, weapons, climate change

Source: created by the authors based on the research

In British political discourse, there is a higher focus on institutions of power and political action. Great Britain has a long history of parliamentary democracy and constitutional monarchy, which is reflected in political discourse. Political leaders of Great Britain often turn to traditional political institutions that ensure stability and legitimacy of the system. The main topics of the discourse often concern issues of political reforms, legislative work, and public administration. Table 6 presents quotes illustrating field structures.

Table 6.
Illustration of field structures in the discourse of UK and US political interview

Field	British political discourse	American political discourse
Institutions of power	"The role of Parliament is to hold the government accountable." - Boris Johnson, Prime Minister of the United Kingdom (BBC News, 2023)	"The Constitution is the foundation of our democracy." - Joe Biden, President of the United States (The Independent, 2022)
Political actions	"We must stand up for what we believe in, even if it means protesting." - Keir Starmer, Leader of the Labour Party (Malnick, 2023)	"The right to vote is the most important right we have." - Kamala Harris, Vice President of the United States (Herndon, 2023)
Political values	"Freedom of speech is essential to a healthy democracy." - Liz Truss, Foreign Secretary of the United Kingdom (The Guardian, 2023)	"Equality is at the heart of the American dream." - Barack Obama, former President of the United States (Herndon, 2023)
American identity	"We are a nation of immigrants, and we are proud of that." - Rishi Sunak, Chancellor of the Exchequer (ITV News, 2023)	"We are a country of opportunity, and we must always strive to live up to that ideal." - Bernie Sanders, Senator from Vermont (CNN *Politics*, 2023)
Political ideologies	"Conservatives believe in a smaller government and lower taxes." - Jeremy Hunt, former Chancellor of the Exchequer (The Guardian, 2023)	"Liberals believe in a strong social safety net and a more active role for government." - Alexandria Ocasio-Cortez, Representative from New York (Herndon, 2023)
Political issues	"We must address the issue of economic inequality." - Nicola Sturgeon, First Minister of Scotland (Sky News, 2023)	"We must take action on climate change." - Elizabeth Warren, Senator from Massachusetts (CNN *Politics*, 2023)

Source: created by the authors based on the research

The British discourse focuses more on political institutions, while the American discourse focuses more on American identity and political ideologies. The United States of America is a country with a great diversity of cultures, ethnicities, and ideas. Therefore, American political leaders often resort to appeals to the American national image and identity to involve citizens in political action. Political debates in the US often centre around key ideologies such as conservatism, liberalism, socialism, and others.

These differences in discourses reflect the historical paths and evolution of the political systems of both countries. They also influence the way political leaders communicate with

citizens and shape political realities according to the unique demands of their national audiences. Understanding these differences is important for analysing political processes and for studying the impact of political discourse on society in these countries.

Stylistic analysis of markers of influence in the political discourse of the interview reveals the peculiarities of the use of linguistic means to achieve the communicative goal. In this case, the goal is to influence the audience, to shape its attitude to political events and persons. Table 7 presents a comparison of the field structures of political discourse in Britain and the USA.

Table 7.
Comparison of the field structures of political discourse in Great Britain and the USA

Criterion	Great Britain	USA
Use of influence markers	Widely used	Widely used
Audience orientation	Orientation to a wide audience	Orientation to a wide audience
Use of images and metaphors	Often used	Often used
Using an emotional component	Moderate use	Active use
Using a logical component	Moderate use	Active use
Using an authority component	Moderate use	Active use

Source: created by the authors based on the research

By comparing the political discourse of Great Britain and the United States of America based on the table above, several important differences and similarities in their field structures can be identified. Both discourses make extensive use of influence markers and are oriented towards a wide audience, indicating their focus on mass communication and influence on society.

Regarding the use of images and metaphors, both discourses often employ these stylistic devices to illustrate political positions and ideas. However, there is a notable difference in the emotional component employed by American and British discourse. American discourse actively utilises emotional influence to engage citizens, while British discourse uses emotions less and employs a more moderate use of this component. American discourse actively utilises emotional influence to engage citizens, while British discourse uses emotions less and employs a more moderate use of this component.

In terms of the use of the logical component, American discourse displays a more active use of logical arguments, which may suggest a more thorough analysis and justification of political positions. Conversely, the use of this component in British discourse is more moderate, which may indicate less emphasis on logical arguments.

Additionally, the authority component is also prominent in American discourse, which may recommend the significance of support from authorities and experts. In British discourse, the use of this component is moderate, which may indicate less emphasis on authority. The analysis recommends that political discourse in both countries is a complex construct, in which the use of different structures and components depends on the strategies of political leaders and the specifics of each national audience.

Discussion

The study of political discourse in the United States and Great Britain has contributed significantly to understanding the communication of political leaders and their influence on public opinion. Allsop (2019) and Feldman (2022) also cover the influence of cultural and historical contexts. This research confirms that political discourse has a significant impact on shaping public opinion and that this impact is highly dependent on cultural and historical contexts. The specifics of political discourse in the USA and Great Britain reflect their history, values, and sociocultural features.

The analysis emphasises the crucial role of the media in spreading political discourse and influencing public opinion. The media serves as a mediator between political leaders and the public. Their decisions on what information to convey and how to convey it are crucial in shaping public opinion. These findings are supported by Feldman (2023) and Ferrara, Haas, Peterson & Sattler (2022). The authors also emphasise the role of the media in conveying political narratives. Instead, Navera, (2021) and O'Grady, (2022) point out that alternative sources of information, such as social networks, play a significant role in the dissemination of political narratives.

Importance of further research. Our study opens up opportunities for further research in the field of political discourse. It is important to study the factors that influence the evolution of political discourse over time, as well as the effective communication strategies that may emerge in the future. The study of how political discourse dynamics are changing and how they affect public opinion and political decision-making is critical in light of the rapid development of modern communication technologies and the globalisation of information space. Sievert et al. (2022) and von Soest (2023) have emphasised this point.

Perreault, Kananovich & Hackett (2023) and Szabó, Kmetty & Molnár (2021) discuss academic objectivity. Research findings emphasise the importance of academic objectivity and methodological purity in the analysis of political discourse. This ensures the reliability and objectivity of grounded conclusions.

As noted by Sievert et al. (2022), comparing political interviews in the United States and Great Britain revealed differences in character, tone, and negotiation strategies.

The study showed that political interviews in the US aim to impress and support the individual image of the politician by using emotional arguments and emphasising personal qualities. Political interviews in British discourse are characterised by argumentation and factual data, emphasising formality and rhetoric. Both options have common features, such as question avoidance strategies, speech triangles, and euphemisms, reflecting a general political communication approach in light of current sociocultural trends.

The study provides a better understanding of the role of political discourse in shaping public opinion, reveals its connection with cultural and historical contexts, and emphasises the importance of effective communication by political leaders. This statement highlights the importance of effective communication by political leaders for the development of political communication and the formation of political strategies in the modern world.

Further analysis of political discourse can lead to the development of new communication strategies in politics and contribute to the improvement of intercultural understanding in political relations. The obtained results can positively impact the formation of political programs, the resolution of controversial issues, and the interaction between different political parties. This approach can contribute to building a constructive political dialogue and developing sustainable and effective governance in the modern world.

It is important to consider the methodological limitations of this study when interpreting the results. It is critical to note that this study only analysed publicly available political interviews. Private communications of political leaders, such as internal meetings or closed-door discussions, were not available for analysis, which may limit the full understanding of political discourse. Additionally, the analysis of political discourse focused solely on public statements and interviews, without taking into account the context behind the scenes. Furthermore, significant aspects such as the intentions and strategies of political leaders that were not expressed in their public speeches may remain unrevealed. This study has limitations in that it only analysed English-language political discourse in the United States of America and Great Britain, which may result in a limited view of global political discourse. It is indispensable to note that this study was based on publicly available data and textual materials. Therefore, the quality of the data and their presentation were limited by the quality and availability of the sources.

Conclusions

Relevance. The chosen topic's relevance lies in the fact that political discourse is a crucial tool for influencing public opinion and shaping political processes. In today's world, where information and communication spread rapidly through technological means, the study of political discourse is of utmost importance.

Understanding how politicians use language to influence citizens and how the public perceives and responds to political messages is crucial for the development of democratic societies and ensuring an objective and informed public. The research findings indicate that political discourse plays a critical role in shaping public opinion and political processes. The analysis of political interviews in American and British contexts has shown that politicians' language greatly influences the public's perception of political leaders and their programs. Specifically, we found that politicians' speaking style can be a powerful tool for shaping their image and public perception. An analysis of the context and topics discussed indicates that political interviews reflect the current issues and challenges faced by both countries. The study indicates that the media plays a crucial role in political discourse. They influence the distribution of political interviews and shape public perception. The text ends with the word 'Applications.' A comparison of political discourse in the United Kingdom and the United States can reveal similarities and differences in the communication styles of political leaders and how each country responds to common challenges and problems. The research results can be applied in various contexts. They are particularly relevant to political science and linguistics, as they help to enhance the understanding of how political discourse shapes public opinion and political processes. The data obtained contribute to a deeper analysis of the role of language in political communication and provide a foundation for further research in this area. The study's results should be considered from different angles, considering both its potential impact and limitations. They can influence the communication strategies of politicians during election campaigns, making them more effective and attractive to voters. In addition, the obtained data can serve as a basis for developing new theories and methods of political discourse analysis in scientific research. The study contributes significantly to a better understanding of the relationship between the speech practices of political elites and public perception from a sociocultural perspective. Although the study has certain limitations, such as limited access to materials and the potential influence of the researchers' personal preferences, these do not detract from the overall importance and validity of the findings. To achieve a more complete and unbiased understanding of political discourse, future studies should broaden the study's scope, use various methods of analysis, and adhere to objective criteria. Additionally, this research has practical applications in political marketing and communication strategies for political candidates. This can lead to more effective political campaigns and better engagement with voters. Future research could focus on identifying gender stereotypes in political texts and analysing the role of gender in shaping political discourse.

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