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THE LINGUISTIC PERSONALITY OF K. HARRIS (BASED ON THE 2024 ELECTION CAMPAIGN)

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This scientific work is devoted to the study of the linguistic personality of K. Harris.

Comparing two scientific paradigms, the system-structural and the anthropological, we can say that the focus of researchers on the word, as an object of cognition in the system-structural paradigm, in the anthropocentric paradigm has been shifted to the subject of cognition, it is considered in a dichotomy: «man in language» and «language in man» The emergence of the term «linguistic personality» is associated with the anthropological paradigm. The concept of «linguistic personality» in anthropolinguistics is extremely important, since this concept is a tool that creates varieties of language [1, с. 337]. The study of the linguistic personality of a certain person is of interest and relevance for a better understanding of both the term «linguistic personality» itself and for understanding the essence of a politician's speeches, their explicit and hidden meanings, since speech behaviour contains a large information layer reflecting the actual thoughts and motives of the speaker.

K. Harris is a prominent political figure, the former vice president of the United States, whose communication has a significant impact on the domestic and foreign policy of the country. The analysis of her speech strategies, stylistic features, and rhetorical techniques allows us to understand how she shapes public opinion and has an impact on the audience. K. Harris is also a unique example of multicultural identity, which is reflected in her language.

In linguistics, the term «linguistic personality» was first used by V. V. Vinogradov, although ideas about the individual nature of language proficiency originated in the XVIII–XIX centuries in the works of V. Von Humboldt and I. G. Gerder, then developed in the works of L. Weisgerber, I.A. Baudouin de Courtenay, K. Fossler and others. In Russian linguistics, these are the works of G. I. Bogin, S. G. Vorkachev, V. I. Karasik, Yu. N. Karaulov, K. F. Sedov, and others.

For our practical research, we have selected several speeches by K. Harris:

- the speech on August 23, 2024 in Chicago, when she accepted the Democratic presidential nomination;
- the speech on October 29, 2024;
- the speech on November 6, 2024;
- the speech on July 23, 2024;
- debate with Donald Trump on September 10, 2024.

K. Harris uses simple and understandable language, avoiding complex terms and abstract reasoning. She strives to speak to people in their language so that her message is accessible and understandable to everyone.

At the lexical level, we have noted:

- words with positive semantics: *incredible, happy, extraordinary, inspiring, humbling, harmony, value, faith, kindness, respect, compassion*, etc.; the presidential candidate uses these lexemes when addressing his family, colleagues, and the audience as a whole;

- words with negative semantics: *failed, guilty, fraud, sexual abuse, chaos, calamity, gravity, enemy, terrorist, tyrant, dictator*, etc.; K. Harris uses these lexemes when talking about another presidential candidate D. Trump and his activities.

K. Harris uses juxtapositions. Juxtaposition is used to emphasize the differences between two objects or ideas. In this case, the vice president contrasts her approach to opponents with D. Trump's approach.

Unlike Donald Trump, I don't believe people who disagree with me are the enemy. He wants to put them in jail. I'll give them a seat at the table.

So look, in less than 90 days, either Donald Trump or I will be in the Oval Office. On day one, if elected, Donald Trump would walk into that office with an enemies list. When elected, I will walk in with a to-do list [2].

K. Harris also uses emotionally colored vocabulary and rhetorical techniques to arouse sympathy, support and enthusiasm from listeners. She tells personal stories and real-life examples to make her message more convincing and memorable.

Hard work is good work. Hard work can be joyful work.

The adage is, only when it is dark enough can you see the stars.

It is also worth noting that K. Harris often uses repetitions and parallel constructions to emphasize key ideas and enhance the emotional impact of his speech.

Thank you, thank you, thank you, thank you everyone.

That is not who we are. That is not who we are. That is not who we are.

Good afternoon. Good afternoon. Good-Good afternoon everyone. Good afternoon. Good afternoon, good afternoon. Thank you all.

Thank you, thank you, thank you.

We are not going back. We are not going back. They're not taking us back.

These repetitions create a rhythm and focus on important points.

On a cognitive level, we have noted that K. Harris has repeatedly stressed her love for the country and her belief in its potential. She appeals to fundamental American values such as freedom, justice, equality of opportunity, and unity.

I love our country with all my heart. And I believe in its promise, because I've lived it.

These United States of America, we are not a vessel for the schemes of wannabe dictators. The United States of America is the greatest idea humanity ever devised.

K. Harris positions herself as a pragmatic leader focused on solving specific problems faced by Americans. It offers specific plans and solutions in the fields of economics, healthcare, education, and social policy.

So look, in less than 90 days, either Donald Trump or I will be in the Oval Office. On day one, if elected, Donald Trump would walk into that office with an enemies list. When elected, I will walk in with a to-do list [2].

These statements underscore her focus on action and her commitment to positive change.

She also criticizes her opponents, especially D. Trump, for their policies, values and leadership style. She presents them as a threat to American values and interests.

Donald Trump left us the worst unemployment since the Great Depression. Donald Trump left us the worst public health epidemic in a century. Donald Trump left us the worst attack on our democracy since the Civil War.

My opponent, on the other hand, his plan is to do what he has done before, which is to provide a tax cut for billionaires and big corporations, which will result in \$5 trillion to America's deficit [2].

We also note the clear diction and well-modulated voice of the politician, which is natural, since, as a deputy prosecutor and prosecutor, she has made many public appearances and is most likely aware of the importance of diction and the correct and effective use of non-verbal means in general.

We have noted that K. Harris's public speech is dominated by words with positive semantics, simple sentences, introductory words and sentences, repetitions; epithets, intensifiers, anaphora.

The politician widely uses non-verbal means of communication in her public speech: verbal stress, clear diction, open gestures, active gestures, facial expressions, including a smile, to highlight important aspects of her speech, enhance the impact of her words, confirm her words, and maintain interactivity in the communication process.

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