

## **The Realization of Ethos, Pathos and Logos in Speeches by President Putin and President Obama**

The present paper is an attempt to study the Ethos, Pathos, and Logos of President Vladimir Putin's speech (in English, taken from *Prague Post*) announcing the annexation of the Crimea on March 18, 2014, and President Barack Obama's reaction two days later on March 20, 2014. The present research focuses on how much these speeches have been persuasive for their audiences, proceeding from statements put forward in Aristotle's theory, and taking into consideration the positive and negative impacts these speeches might have made on their listeners.

*Tonyan Marika*

### **Metalinguistic Humour: a "Naïve" Linguist's Joke**

Verbal communication between people includes reference to language itself, and metalinguistic communication transforms an ordinary language user into a 'naive' linguist. Talking about language, the speaker can use autonymous and heteronymous metarepresentation utterances, displaying various forms of metalinguistic awareness and performing numerous activities referring to language. A 'naive' linguist (a child being a special kind) performs such operations either unconsciously or purposefully. Making a joke is a manifestation of conscious metalinguistic behaviour; the speaker is concerned about the effect his or her utterance will have on the hearer whose metalinguistic competence is a prerequisite for successful interaction.

The present paper focuses on some pragmatic factors which contribute to the creation of a metalinguistic joke. Some of these consist in the speaker's deliberate creation of discrepancy between object language and metalanguage. Confusion of the actual world

semantics with its metalinguistic interpretation also produces a comic effect. Finally, a third type of joke owes its humour to the interlocutors' focus on the form of a linguistic entity rather than on its meaning.

*Toumanian Hasmik*

### **New Words are not New**

Most new words are not as new as we tend to think. They are just readjustments within the same language, like additions to existing items or recombination of elements. This type of morphological modification which will be focused on in the present presentation is called *conversion*. Conversion is a high frequency process revealing interesting aspects in the diachronic evolution of the English language. The shift from one part of speech to another, secondary changes within the same word and marginal cases where the change has produced slight modifications and many others are different models of conversion. Thus, we will concern ourselves with bringing out a number of instances and types of conversion which are all acceptable inputs to the process of enriching modern English vocabulary.

*Yaghubyan Marine*

### **Approximation as a Semantic Process of Occasional Modification of Meaning**

Approximation is defined in linguistics as a semantic process of occasional modification of meaning, i.e. partial actualization of the linguistic unit. This phenomenon takes place when the element of a situation, an object, an action or a quality mentioned is questionable as to its correspondence to the referent. As a result, the latter is denoted approximately, not precisely.