A time of change in which we live generates a lot of questions and forms critical attitude to the reality of many people in Russia. Open borders allow a resident to compare political, economic and cultural situation in the different countries. At all times, from antiquity, a word of a speaker affected the emotional perception of reality by citizens.

Today public figures’ speech, heard on radio, television, attracts millions of listeners. This fact arouses the question of how to make a speaker’s speech effective with positive impact on a large number of listeners. The problem is not simple. Politicians of large-scale should be a great speaker, unique, memorable, credible large audience.

There is a considerable amount of scientific literature on the art of public speaking skills of famous philosophers of ancient Greece, modern politicians. As a rule, their speeches are described with the rhetorical canons. Meanwhile, it is fundamentally important to penetrate into the texts that are written to the performance of politicians. These are speechwriters’ texts. Many books and articles write about the work of speechwriters. But the work itself was out of the field of research ideas on the grounds that the originals of these texts are not available for linguists. Our study is based on the original texts of speechwriters written for A.G. Tuleyev, the Governor of the Kemerovo Region.

The analysis shows that speechwriter’s texts include harmoniously interconnected verbal and nonverbal elements affecting expressiveness and efficiency of a speaker’s speech.

The phenomenon of supragraphemics and topographemics in speechwriters’ texts as well as its impact on the speaker’s effective performance is actual and virtually unexplored. In the first half of the 20th century Jules Romains, French writer, said: “The policy is not words, but the voice, in which they are pronounced” [quote by: Dushenko 2012: 151].

Graphical design of a speechwriter’s text caused by deep mental processes, determines tonal canvas of the speaker’s speech.

In a given aspect we represent the analysis of the speech of A.G. Tuleyev, the Governor of the Kemerovo Region, devoted to the Day of invalids (03.12.2010).

Analysis of graphic design of a speechwriter’s text (this paper has been thought over together with the speaker for a considerable time) let reveal the features of semantic organization of verbal text that directs the improvised reading by a speaker.

Speechwriter’s text contains supragraphemic (font variation, underlining, marking and releasing of especially significant words in the oval) and topographemic elements (spatial variation, change the line spacing, text writing on the principle of rhyme). Graphical highlighting used by a speechwriter, as in advertising, “help to create an atmosphere of intimacy, which is difficult to achieve for the print fonts” [Anikayeva 2011:188].

Each of the methods of graphical emphasizing performs a specific function; however, a single token can often be marked by several labels, which demonstrates its semantic intersection and special significance. Large print with additional red or green underlining, enclosed in an oval highlights various epithets relating to the very subject (with the specification by the red line of the form of the subject), or to the areas of special importance for people with disabilities (highlighted in red). Compare:

Bolding helps to create vivid, memorable image, an active influence on the consciousness of the speaker, forcing focus on the marked words. Typically, the point size corresponds to the voice force. Due to it the statement acquires the function of positive impact on the emotional state of the listeners.

Attributive pronouns and words, opposed to the sense in the context are also written in bold, for example:
Each politician has his/her favorite and keywords. Common pronoun *all* is often used in Tuleyev’s speech. It can be repeated, increasing the emotional content of speech. In the text this pronoun is circled in an oval, outlined in red. Graphical selection of the phrase *we introduce NEW* in the oval (see below) harmoniously links what has already been done and what will be done in the payment of additional benefits. This political move is particularly relevant to people. It is not accidentally that after the words *fringe benefits* there is a double red tick which does not allow at the end of the phrase, as expected, to lower the tone, emphasizing completeness. Increased tone indicates incomplete process that is in motion. Natural reaction of the audience is applause, which, taking the natural stress in the process of speech listening, activate the attention.

Underlined phrases written in bold and highlighted in capital letters, by the red line, especially double, indicates that they are extremely important. The speaker must read these tokens maximally expressive, due to the red colour which stimulates and gives confidence and readiness to act [Serov, 2004: 176].

Addresses are usually underlined in blue and dark green. Blue color qualifies “reduction of alertness, mood and intentions,” “a sense of heightened activation, tone and mood is associated with an increased sensitivity to the green component of the standard” [Yan’shin 2006: 207].

Wide underlining of light blue shade draws attention to some social problems and their solutions.

Words related to the Orthodox faith, to any significant event are underlined light green.
Thus, the choice of color for marking words and phrases is consciously or unconsciously motivated, it can give the text more connotation and place intonational accents.

The line spacing is increased after addressing, during enumeration, as well as between the thematic clusters (which is clearly shown in the article text).

In the speech it is characterized by both syntactic and logical intervals. The Governor’s speech is remarkable for a large number of psychological pauses, which makes the speech affordable and creates a unique speech image of the speaker. Politician’s profession is directly related to acting, so the characteristics of psychological pauses by V. Aksyonov seem appropriate: “Psychological pause may occur at the beginning of sentences – before words, within a phrase – between words and at the end of phrases – after the words read. In the first case, it warns the meaning of the coming words, in the second – shows psychological dependence (combining or disconnecting) of suggested idea on the next one, emphasizing the importance of these ideas and attitudes towards them, and in the third case, it holds the attention on the pronounced words and images, as if extending in the silence of the depth of their meaning. Psychological impact of a pause in the latter case is huge” [Aksyonov 1954].

Outlining some parts of the text, set phrases, tokens in the oval captures the speaker’s attention, determines their intonation emphasize.

The significance of the described event is determined by the release in the red oval the time of its accomplishments, in bold lower case letters – the place of action and in bold capital letters – the result of action, underlined in red. The entire phrase is enclosed in a blue oval. Figure oval demonstrates globally significant result. A tick in the end of the sentence keeps intonation on the rise.
In these fragments the time is emphasized in bold, means (a monthly allowance – in bold and in red), the minimum amount of benefits – in bold), the percentage growth of the monthly benefit amount and the minimum Kuzbass pension (circled in a red oval and accented with red ticks). I.e. graphical notes are aimed at intonation selection of the verbalized arguments of propositional structure.

Significant in this fragment is that some funds will be allocated for the maintenance of children with disabilities. It is not accidentally that the subject for whom the money is allocated, accented by a red double line and the sum is taken in the oval. Double tick indicates the importance of the event.

Red line also accents predicatively related subject and the place of its residence.

Syntactic parallelism is a characteristic feature of Tuleyev’s discourse which allows to receive the information easily and effortlessly.

Intonation of listings is fixed by bold dots. They may be red. At the end of each enumerated words underlined in red, there is a red tick.
Or there are blue dots, enumerated words are underlined in red single or double line (with single red or blue ticks or no ticks after each of the enumerated words). Clarification is accented by a wide blue line.

Either by double blue tick at the end of the enumeration, with double red line underlining repeated words, the blue line specifying the subject.

Homogeneous terms of clauses linked by enumerative tone presented in the speechwriter’s text, like the other fragments of the text in the form of rhymes, are underlined in red with a tick after each word without setting dots or dashes in front of them.

There can be blue dots, blue underlining of the enumerated words with red ticks after every single word and double blue tick in the end of the phrase.

Instead of points there can be lines. Homogeneous terms of clauses linked by enumerative tone presented in the speechwriter’s text, like the other fragments of the text in the form of rhymes, are underlined in red with a tick after each word without setting dots or dashes in front of them.

Bold dots, signaling the enumeration of the facts and provoking enumeration tone may determine enumerative tone, including the subordinate clause with the connective word which. It is also the feature of Tuleyev’s style.
It should be noted that such key words as faith, goodness, love are always written in the text with a capital letter in bold, determining their significance for the speaker, the penetration into the deeper meaning of these words.

The analysis of the graphic design of the speechwriter’s text written for A.G. Tuleyev, the Governor of the Kemerovo Region, shows that the graphics are well designed, typed, promote the effectiveness of oral utterance of the written text, allow to keep the audience in good emotional stress, cause comprehensible sounding information, form verbal image of the speaker. Supragraphemic and topographemic analysis of a speechwriter’s text revealed effects of mental propositional knowledge structures that direct verbalization of speaker’s thoughts (this issue in more details will be the subject of another article).

References: