

Ірина Корнєєва,
кандидат педагогічних наук, доцент,
доцент кафедри філології та перекладу,
Київський національний університет технологій та дизайну
<https://orcid.org/0000-0003-4821-772x>
м. Київ, Україна

Communicative strategies of Joe Biden's political speeches in translation aspect

Комунікативні стратегії політичних промов Джо Байдена в перекладацькому аспекті

Summary. *The article explores the communicative strategies of Joe Biden's political speeches in a translation aspect. This work opens up prospects for the development of innovative approaches to the analysis and translation of speeches by high-ranking officials. It is emphasized that studying the impact of modern technologies, such as artificial intelligence and machine learning, on the quality of political speech translation can lead to innovative methods that will raise the accuracy of translation to a new level. Analyzing and translating Joe Biden's political speeches through the prism of technology is not only relevant, but also strategically important for maintaining the preciousness, objectivity and accessibility of political discourse for diverse audience on an international scale. The article researches the communicative tactics, rhetorical devices and technologies used in Joe Biden's speeches. The specifics of translating Joe Biden's discourse are identified. It is proved that rhetoric is the science of the art of effective verbal communication. It is underlined that rhetoric of leadership in USA has a number of characteristic features: 1) it is based on ideas of democracy, freedom, equality; 2) it uses emotional impact to engage the audience; 3) it is logical and reasoned. These reflect values and ideas of Americans and help US leaders win trust and support of the people. We can oversee the rhetoric impact of Joe Biden's political speeches on his audience. There are accomplishments and challenges: fight against the pandemic, recovery of the economy, commitment to climate change, the implementation of reforms. J. Biden uses alliteration, assonance, antithesis, epithets, metaphors, periphrases. Biden's rhetoric impact on audience made him the powerful leader of the USA.*

Key words: *rhetoric, Joe Biden's political speeches, communication tactics, techniques, speech tools, strategies, linguistic means, translation features.*

Анотація. *У статті досліджуються комунікативні стратегії політичних промов Джо Байдена в перекладацькому аспекті. Дана робота відкриває перспективи для розвитку інноваційних підходів до аналізу та перекладу мовлення високопоставлених посадовців. Підкреслено, що вивчення впливу сучасних технологій, таких як штучний інтелект та машинне навчання, на якість перекла-*

ду політичних промов може привести до новаторських методик, які піднімуть якість перекладу на новий рівень. Аналіз та переклад політичних промов Джо Байдена через призму технологій є не лише актуальним, але й стратегічно важливим для збереження точності, об'єктивності та доступності політичного дискурсу для різних аудиторій у міжнародному масштабі. В статті проведений аналіз комунікативних тактик, риторичних засобів й прийомів, використаних у політичних промовах Джо Байдена. Визначено особливості перекладу дискурсу Д. Байдена. Доведено, що риторика – це наука про ефективну вербальну комунікацію. Риторика лідерства в США має ряд характерних особливостей: 1) вона базується на ідеях демократії, свободи та рівності; 2) використовує емоційний вплив для залучення аудиторії; 3) вона часто логічна і аргументована. Ці характеристики відображають цінності та ідеї американців. У статті ми спостерігаємо за риторичним впливом політичних промов Джо Байдена на його аудиторію. Це досягнення та виклики: боротьба з пандемією Covid-19, відновлення американської економіки, прихильність до зміни клімату, впровадження реформ охорони здоров'я, освіти, громадянських прав. Джо Байден використовує алітерацію, асонанс, антитезу, епітети, метафори і перифрази. Джо Байден звертається до логіки, емоцій та авторитету. Це означає, що промови Джо Байдена – унікальна риторика, яка посилює вплив на його слухачів та робить його одним з могутніх лідерів США.

Ключові слова: риторика, політичні промови Джо Байдена, комунікативні тактики, технології, мовні прийоми, стратегії, лінгвістичні засоби, особливості перекладу.

Introduction. Political leaders, particularly presidents, influence the world political arena and shape public opinion through their speeches. With globalization and access to Internet resources, the importance of effective translation and analysis of political speeches has doubled.

In focus of the growing interest in politics and increase in the number of translators working in this field, studying and optimizing the methods of translating political speeches becomes an urgent task. The use of translation technology can greatly facilitate and speed up this process, allowing translators to more efficient account for context, emotion and cultural differences when translating speeches by political leaders.

This study opens up prospects for the development of innovative approaches to the analysis and translation of the high-ranking officials' speech. Studying the impact of modern technologies (artificial intelligence and machine learning) on the quality of translation of political speeches can lead to innovative techniques that will raise the quality of translation to a new level. The special relevance of the topic can be noted in the context of changes in the geopolitical environment and the growing influence of information technologies. The analysis and translation of Joe Biden's political speeches through the prism of technology becomes not only relevant, but also strategically important for maintaining the

accuracy, objectivity and accessibility of political discourse for various audiences on an international scale.

The *object of research* is the communicative aspects of the rhetorical style of leadership in Joe Biden's political speeches.

The *subject of the study* is the application of translation technologies for the analysis and effective reproduction of communicative strategies of Joe Biden's oral political speeches in the Ukrainian context.

Methods. In this article it is used a system of general scientific and special empirical and theoretical research methods. Empirical methods such as description, comparison and generalization were also used.

Results and Discussion. It is known that rhetoric is the science of the art of effective verbal communication aimed of achieving a certain goal. The works of Peshkovsky O. M. (1999), Slynko I. V. (2000), Voytenko S. G. (2002), Oliynyk V. V. (2004), Grachov G. I. (2006), Nickolayenko O. O. (2008) are devoted to this science [13; 27; 28; 29; 33].

There are many interesting researches of American rhetoric. Among them: Chyi H.-I. (2019), Atkeson L. R. (1997), Fenton N. (2010), Gamson W. A. (2019), Jones T. M. (2007), Hindman M. (2019), Kellner D. (2015), Weiss D. (2010), Campbell K. K. (2019), Cisneros C. L. (2019), Dilard J. P. (2019), Fitzwater M. (2019) and others [1; 4; 6; 7; 8; 10; 11; 15; 18; 22; 35].

The rhetoric of leadership in the USA has a number of characteristic features. First, it is often based on the ideas of freedom, democracy and equality. Second, it often uses emotional impact to engage the audience. Thirdly, it is often logical and reasoned. These characteristics reflect values and ideas that are important to American culture. They also help US leaders win the trust and support of the people.

The rhetoric of US leadership has had a significant impact on world politics. It helped create a new system of international relations based on the ideas of freedom and democracy. It also inspired other nations to fight for independence and freedom [1].

The rhetoric of US leadership continues to shape the world order today. It is an important tool that US leaders use to promote their interests and values [8].

It is very interesting to oversee the rhetoric of Joe Biden's political speeches. There are many researchers in this field (Gubinska N., Ivanova O., Karpenko O., Klymenko O., Vovk O., Bogdan A., Cotter B., Ferguson T., Gleason P., Hoffmann C., Kearns K., Lee S., Mann R., Murphy R., Smith S., Tian H., Watson M., Yeh W., Zhao M., Zhu L., etc) [4; 6; 9; 12; 14; 16; 17; 22; 24; 25; 26; 30; 31; 32; 34; 36; 37; 38].

Joe Biden's unique accomplishments and challenges as President of the United States define his tenure. Significant achievements include

the successful fight against the pandemic Covid-19 and the recovery of the American economy. Another important area of his influence is commitment to climate change and the implementation of reforms in the field of health care, education and civil rights. No less important is his contribution to strengthening relations with US allies [6].

However, alongside the achievements, there are also challenges. Among them are inflation, the war in Ukraine and division in American society. To overcome these challenges, Biden needed to demonstrate leadership qualities and ensure a successful presidency. For example, managing inflation requires a careful economic approach and the adoption of necessary economic reforms. Regarding the war in Ukraine, leadership in international efforts to resolve the conflict is his key-point.

Managing division in society involves understanding and promoting national unity through constructive dialogue and political action. Joe Biden had shown impressive skill in using a variety of rhetorical devices and techniques in his speeches. He logically substantiated his theses, applying an appeal to logic. For example, in his inaugural speech, he called for unity to overcome the crisis and create a better future [2].

In parallel, Biden used various figures of speech to create images and emphasize ideas. The use of metaphors, as in the statement about the climate crises, helped to create visual images and evoked special emotions in the audience [3].

The antitheses he used pointed out the contrast between concepts and the repetitions helped emphasize the importance of speech ideas.

All this testifies to the high level of skill of Joe Biden in the use of various means of speech and strategies that contributed to effective influence on the audience [4; 6; 9; 12; 16; 22; 24; 25; 26; 30].

Joe Biden's speaking style was impressive with its clarity, comprehensibility and accessibility. He avoided the use of complex terms and formal language, tried to make his speeches understandable to a wide range of listeners. His speech behavior included melodic intonation and emotional expressiveness, creating a tone that was pleasing to the ear and was emotionally rich [34; 35; 36; 37; 38].

In terms of lexical choices, Biden uses language that reflects his life experiences and is common in US political culture. He also uses hermeneutics and gestures to emphasize important points and give his speeches emotional charge [32].

The tone of Joe Biden's speeches is the value factor in influencing the audience. His emotional, confident and unifying tone makes his speeches more persuasive and helps attract a wide class. Overall, Biden's speaking style proves to be a powerful communication tool, contributing to effective cohesion and mutual understanding with audience [14].

Emotions influence the perception of political messages and Joe Biden successfully uses emotional impact in his speeches. He uses emotions of compassion, anger and hope to evoke appropriate feelings in the audience and emphasize the importance of certain issues [17].

Compassion is expressed through words that condemn tragic events, such as Uvalde shooting, in support of and protection for children. Anger is used in the context of Russia's invasion in Ukraine to evoke outrage and motivation action. Hope is used to convey optimism and confidence in overcoming challenges such as the pandemic and economic instability.

Linguistic means of persuasion are used to influence the audience and convince them in the correctness of ideas or decisions. The main techniques of these means include appeals to logic, emotions and authority [23].

Joe Biden, a skilled orator, uses these devices extensively in his speeches. He uses appeals to logic, presenting logical arguments and facts to support his claims. Appeals to emotion are demonstrated through the use of words that evoke sympathy, anger or fear to influence the feelings of the audience. Appeals to authority include citing the opinions of experts and authoritative sources to emphasize his claims [4].

Culture and social environment impact people's language, including the use of different words, phrases and grammar structures. Joe Biden is able to adapt his language to different cultural and social contexts, communicating with diverse audiences.

In his speeches, Biden uses simple language, avoiding complex terms and grammar constructions, using words and phrases that are understandable to a wide class. He also uses metaphors and other language tools that are accessible to different cultural and social groups [26].

To adapt his language to different audience, Biden used Spanish words and phrases in front of Hispanic audiences and modern language and slang in front of young people. This adaptation of his speech made his communication more effective, allowing him to convey his messages with light speed and be understood by everyone.

One of Joe Biden's lexical and stylistic devices is alliteration. Alliteration is the repetition of the same or similar consonant sounds within a poem, phrase or sentence. This device can be used to create rhythm, melody and emotional impact on the audience.

Alliteration, capable of causing a special effect in the sound of speech, is often used to enhance the impression of the text. This stylistic device uses the repetition of consonant sounds at the beginning of words or their most expressive parts, which adds musicality and expressiveness to the text [19].

Alliteration is not only a means of creating beautiful speech, but also a tool for enhancing the semantic load of statements. The repetition of

sounds can strengthen the semantic emphasis on certain ideas or images, making them more noticeable and important to listeners.

In his public speeches, Joe Biden used alliteration to create rhythm and emotional impact. For example, in a speech about the economy, Biden said: “*We must create more jobs to provide a decent life for all Americans*”. In this sentence the repetition of the consonant sound “r” creates a rhythmic pattern that emphasizes the importance of his point [2].

In his speech on climate change, Biden said: “*We must act now to protect our planet for future generations*”. Here the repetition of the consonant “t” creates a sense of persistence and determination that are necessary to combat climate change [3].

Assonance is the repetition of the same or similar vowel sounds within a poem, phrase or sentence. Assonance, as a stylistic device, manifests itself in the repetition of similar vowel sounds, giving the text a special sound rhythm and harmony. This element of language can add melody and expressiveness, which is value for poetic and literary works.

Assonance is used to create an impression of coherence and unity in a text. Similar vowel sounds can enhance a sense of unity and inner harmony, working a unique atmosphere.

In his speech on Covid-19 Biden said: “*We must do everything we can to protect our people from this terrible disease*”. In this sentence the repetition of the vowel sound “e” creates a sense of hope and optimism that was so needed to combat the pandemic [17].

In the speech on human rights Biden pointed: “*We must fight for the rights of all people, regardless of their race, religion or sexual orientation*”. Here, the repetition of the vowel sound “a” works the sense of equality and justice, which are necessary to protect human rights [17].

Antithesis, as a rhetorical device, plays an important role in literature and speech, attracting the reader’s attention and enhancing the expressiveness of the discourse. This stylistic device is based on the opposition of contrasting concepts, ideas or images to achieve a striking effect.

In his speech on the economy, Biden said: “*We must choose between America that works for everyone and America that works for just a few*”. In this example, the antithesis was emphasizing the value of creating the economy that worked for all Americans, regardless of their social status [2].

In speech on climate change, Biden pointed out: “*We can make the option between actions that will protect our planet or actions that will harm it*”. Here, the antithesis emphasized the importance of actions that are needed to combat climate change [3].

In addition to alliteration, assonance and antithesis, Joe Biden uses other stylistic devices that help him create rhythm and emotional impact on his

listeners. These devices include epithets, metaphors and periphrases. In inaugural speech Biden compared democracy to a “struggle”; in a speech on climate change, he compared the Earth to “our common home”; in a speech on Covid-19, he compared the disease to a “wave”.

These metaphors formed vivid images in the audience’s imagination and evoked certain emotions. For example, the metaphor of democracy as a “struggle” encouraged feelings of patriotism and commitment. The metaphor of the Earth as “our common home” evoked in the listeners a sense of responsibility for the planet. The metaphor of Covid-19 as a “wave” emphasized the need of collective efforts and brought a sense of hope and optimism [26].

The role of translating Joe Biden’s political speeches in Ukrainian society is great. It allows Ukrainians to be aware of current events in the USA and form their own opinion about them. The translation of J. Biden’s political speeches can influence public opinion in Ukraine, shaping the perception of the USA and Joe Biden as a leader. For example, Joe Biden’s inaugural speech can contribute to a positive attitude of Ukrainians towards the United States and Joe Biden.

The example of inaugural speech of Joe Biden:

My fellow Americans, the oath I take today is an oath of allegiance to all Americans. It is an oath of allegiance to our Constitution. It is an oath of allegiance to our democratic process. It is an oath of allegiance to all of you.

I know that I have to earn your trust. I know that I have to earn back the trust of the world. I know that I have to earn the trust of the American people.

I will do that by being a president for all Americans. I will work hard for all Americans. I will unite all Americans.

I will be a president who listens. I will be a president who builds bridges. I will be a president who heals the soul of this nation.

My fellow Americans, we must end this uncivil war that we are waging against each other. We must end the war between red and blue, rural and urban, conservative and progressive.

We must come together as a nation. We must come together as one people.

We must unite [2].

We have analyzed other examples of texts of speeches of Joe Biden. In Table 1 we outline the examples of J. Biden’s speeches taking into account emphatic means.

The main thematic groups of words that are frequently used by Joe Biden include political terms (democracy, freedom and justice), moral and ethical concepts (goodness, fairness, solidarity), as well as words that express emotions (joy, anger, hope).

Table 1

Speech examples of J. Biden and emphatic means

№	Original	Emphatic means
1.	We must, we must, we must unite as one nation!	repetition
2.	Never before have we faced such a challenge.	inversion
3.	This is a fight we will absolutely win.	intensifying adverbs
4.	The future of our democracy hangs in the balance.	modulation
5.	We will not rest until every Americans is safe.	logical emphasis constructions
6.	We need to build back better than ever before.	generalization
7.	Together, we will rebuild our economy stronger than ever before.	anaphora
8.	Let us be clear: we stand against injustice in all forms.	epiphora
9.	We cannot afford to wait; the time for action is now.	chiasm
10.	The soul of our nation is at stake; we must rise to the occasion.	metaphor
11.	Our diversity is our strength, not our weakness.	antithesis
12.	We are not enemies but allies in the fight for progress.	parallel construction
13.	Every voice must be heard; every opinion matters.	asidenton
14.	Our determination knows no bonds; we will persevere.	hyperbole
15.	The power to change lies within each of us; let us harness it.	paradox

Example 1: *“We will be united as a nation and we will work together to overcome the challenges we face. We will fight for the dignity and justice of all Americans. We will build a future where all have the opportunity to live happily and in abundance”* [2].

Example 2: *“Climate change is a reality and it is an existential threat. If we do not act now, the future of our planet will be very grim”* [3].

Example 3: *“I know you are tired of the restrictions. I know you are tired of the fear. But I want to tell you that we will be in this together. We will fight this disease and we will beat it”* [4].

The use of universally accepted values and ideas is a key aspect of Joe Biden’s communication style. His ability to appeal to universal values such as freedom, equality, justice, fraternity forms a sense of community among people from different sociocultural groups [4].

At the same time, an important element of his communication strategy is the use of impartial language, which allows him to build mutual understanding and trust in society. Biden avoids language that may be

offensive or discriminatory, which contributes to creating an atmosphere of respect and equality.

In his political speeches, Joe Biden also emphasizes inclusivity and diversity, defining the primacy of equality before the law and the protection of human rights. He also expresses support for measures to combat climate change and sustainable development [6].

Conclusions. Rhetoric is the science aimed at achieving a specific goal through effective verbal communication. This definition covers all key aspects of rhetoric, emphasizing that it is the study of the patterns of effective verbal interaction.

The topic of leadership rhetoric in the US is complemented by a vivid example – Joe Biden’s political career, from his role in the Senate to his presidency. This presidency began in the midst of the Covid-19 pandemic and he successfully took measures to overcome it in the economy and society.

Biden’s rhetoric reaffirms key elements of influence and conviction in the political sphere, especially in the context of US leadership, where it has continued to shape American political culture and define the core values that underpin the country.

Joe Biden’s communication tactics are related to the fight against Covid-19, the recovery of the US economy, climate change, healthcare, education, US civil rights, foreign affairs, the imposition of sanctions against Russia and China. On this background, Biden introduced a number of reforms, which were accompanied by his successful political speeches, meeting with audience.

Among rhetorical devices and techniques of Joe Biden’s speeches, we note the substantiation of theses, appeal to logic, appeal to emotions, reference to authority, creation of images and emphasis to ideas.

All this indicates a high level of skill in using various speech tools and strategies. Biden uses simple language that reflects his life experience and is generally accepted in the political culture of the US.

Linguistic means of persuasion are used by Biden to impact the audience and convince them of the correctness of ideas or decisions. The main techniques of these means include appeals to logic, emotions and authority.

Among the features of the translation of Biden’s political speeches, one can single out clear vocabulary, avoidance of complex terms and constructions, avoidance of jargon and slang words, use of various styles and rhetorical techniques (alliteration, assonance, antithesis, metaphor, etc.)

An integral part of Biden’s language strategies is his appeal to the audience. His ability to adapt language to a specific audience, using

various linguistic means, indicates a high level of skill in the field of political rhetoric. The effective use of linguistic means, logical arguments and emotional words helps to strengthen the impact of his speech on the audience.

Joe Biden's linguistic strategy makes his language an effective means of communication and persuasion. His adaptation to different cultural and social contexts, the use of various rhetorical devices and his appeal to the audience's feelings contribute to the creation of unity and understanding between him and his listeners.

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