Speech of Commander-in-Chief at Military Parade as Factor of Molding Influence

Olga Fedotova and Petr Pivnenko

Southern Federal University, Bolshaya Sadovaya Str., 105/42, Rostov-on-Don, 344000, Russia

Abstract: The article analyzes the molding potential of festive speeches of Commanders-in-Chief of Russia, made at parades in honor of Victory Day in the period since 2008 till 2013. New thematic lines reflecting peculiarity of evaluating statements and patriotic speeches, taking into account the fact that the 9th of May is an accepted an emotionally taken by all the Russian citizens national holiday. The scientific features of the contents and logical and structural composition of speeches and also their individual speeches and also their individual stylistic differentiations are defined. On the basis of content-analytical research it is possible to set up the character of address to addresses, peculiarities of representation of semantic units, showing directions to the formation of socio-cultural identity of the Russian citizens and patriotic upbringing of the young generations on the example of the military heroic deeds of veterans.

Key words: Commander-in-Chief of the Russian Federation, military forces & A festive speech & A military parade & Victory Day on the 9th of May & Content-analysis & Factor of molding influence & Youth upbringing & A veteran of war

INTRODUCTION

Mankind with gratitude keeps the memory of the day which put an end to the Hitler aggression and brought to the peoples of the world liberation from the threat of fascist world domination. In the Russian Federation Victory Day over Nazi Germany, celebrated on the 9th of May, since 1965 has been an official state holiday. This day – the day of joy and grief – undoubtedly unites all the citizens of Russia. The people of our country have the feeling of pride for the heroic deeds of their military men and also joy of liberation from the fascist threat and end of bloodshed war. They mourn over the heroes who gave their lives for the liberation of their Motherland. The festivity of this holiday is testified by the fact that on the 9th of May on Victory Day of the Soviet people over Nazi Germany in Great Patriotic War of 1941-1945 military parades are held-first during jubilee celebrations (1965, 1975, 1985, 1990) and since 1995 – annually.

The order of arranging the parade together with the solemn walking of the troops columns, participation of military techniques and aviation (resumed in 2008), includes the speech of the Russian Military Forces Commanders-in-Chief, which is heard by all the citizens of Russia and foreign guests [1, 2]. According to the Constitution of Russia, the Military Forces Commanders-in-Chief is the present head of the state – President.

The festive official speech of the Commanders-in-Chief of the Victory Parade has not only historic-political, but also moral significance. It is received by all typological groups at the background of high emotional, elevation that actualizes its interpretation as a meaningful factor of molding influence [3]. The aim of the research is to reveal containing in the texts of parade speeches semantic messages, reflecting the evaluation of the soldiers, heroic deed in the fight with fascists’ invaders and molding semantic directions of listeners.

Review of Literature: The issues connected with evaluation of the speeches of Commanders-in-Chief are interpreted on the pre-scientific level in memoirs of celebrated military chiefs. A special interest presents the evaluation of influence of speeches of Commanders-in-Chief General of infantry Michael Vasilievich Alekseev,
who was in this office since March till May 1917 on the appointment of Provisional Government – the fact, described in the book by General A.I. Denikin “The Essays of the Russian Turmoil. The Crush of Power and army” [4].

The speeches of military chiefs of the Soviet Period are available; through they have not become an object of special psycho-pedagogical research. In the book by Elizabeth Heresh [5] it is marked that the bewitching influence on the foreign military had the speeches of Lev Trotsky, who in 1918-1925 was the People Commissar on military and marine matters. E. Heresh gives the evidence of General-Major Max Hoffman taking part in peace negotiations with the Soviet Russia in Brest in 1917-1918. “Trotsky is a good orator educated, efficient and cynical, created the impression of the person who was not stopped by any measures to achieve what he wants” [5, p. 326-327]. About the impact on the Russian soldiers it is possible to judge from the contents and energy of the L. Trotsky speech at the parade in honor of red commanders on Red Square on the 2nd of October 1920 [6].

In the newest Russian history a significant role was played by the speeches of I.V. Stalin, was on the 8th of August 1941 was appointed Commander-in-Chief at the parade on Red Square on the 7th of November 1941 [7] and on Victory Day of the 9th of May 1945 [8] as well as his speech at the Zhukov Victory Parade on the 24th of June 1945 [9]. In the period since 1955 till 1999 unofficial Commanders-in-Chief of the USSR Military Forces was called Chairman of the Defense Council of the USSR. According to the Law of the USSR of March 11, 1990 an amendment was introduced into the Constitution due to which on President of the USSR (M.S. Gorbachov) the authorities of Commanders-in-Chief were delegated. This position was abolished in 1991 in connection with the USSR disintegration. The status of Commander-in-Chief was again allotted to President of the Russian Federation by the RF Law # 4061-I dated December 9, 1992 and confirmed in the acting Constitution of the Russian Federation on December 25, 1993. At present the texts of speeches of the RF Presidents V.V. Putin and D.A. Medvedev in full edition are presented on the official site of the RF, President; some aspects of the contents of these texts became the object of the scientific analysis [10, 11]. In modern publicism there are utterances on the contents of the Commanders-in-Chief speeches that contain not only positive, but critical assessment [12, 13, 14], which is a sigh of “methodological shift” in contemporary social sciences [15].

Abroad, there is a growing attention to the identity of the Commander-in-Chief in various historical contexts [16-20]. His influence on contemporary policy [21-23] and on citizens [24, 25] is estimated.

**MATERIALS AND METHODS**

For the solution of the research objectives the following methods were used: content analysis (including statistical analysis of the units), comparative analysis, interpretation, analogy.

**Source Base Research:** Source of the analysis were publications of speeches of Presidents of the Russian Federation which was during execution of the powers by Supreme Commanders Armed forces of the Russian Federation. These texts of performances are submitted on the official site of the President www.kremlin.ru (www.ïðåçèäåíò.ðô; www.eng.kremlin.ru) during the period from 2008 to 2013 [26-31]. During the considered period held the highest state position of the Russian Federation and were Supreme Commanders Medvedev Dmitry Anatolyevich (on May 7, 2008 – on May 7, 2012) and Putin Vladimir Vladimirovich (since May 7, 2012 to the present). Speeches on parade were always delivered on May 9.

**Instruments:** Conducting content-analysis the difference was made between the category of the analysis which could be represented by the linguistic analogy of the definite phenomena of reality and serve as an indicator of ideas, models of behavior and assessment statement and a unit of count, reflecting the frequency of representation of the feature interesting to a researcher.

The category of content-analysis was the notions, semantically accompanied with the research aim of a definite stage: “addressee” – at the first stage, “identification” – at the second, “forming projection” – at the third. Depending on the category of the analysis adequate units of country were adapted. The research was done in three stages, the results are reflected in three thematic blocks.

**Procedure:** Making content-analysis research all operational steps of the method were used correspondently [32]. They included: compiling of the choices of analyzed texts for the selected period in accordance with their thematic correspondence; finding linguistic analogies and speech units which serve as an indicator of a definite quality; quantification (breaking up)
of the text helping to single out its structurally compositional peculiarities; qualitative analysis of the units of country and their representation in the graphical form qualitative analyses in the form of grouping of the semantic space of utterances as space of intentions of the author of the speech text and reflection possible reactions of the addressees.

The aim of the research was made concrete in the range of objectives the solution of which demanded qualitatively peculiar units of counting [33], which will be characterized in the frames of the thematic blocks.

RESULTS AND DISCUSSION

In the first thematic block the objective of revealing of qualitative peculiarity of the representatives of different typological groups, to which the speech was addressed. The category of analysis was the notion “addresee” the unit of counting – the fact of mentioning of one of the typological groups at the beginning in the middle and end of the speech. Meanwhile such categories of military servants as soldiers, seamen, sergeants, sergeant-majors, ensigns, warrant officers, generals and admirals were collected in one group of military man. The results of the content-analysis is presented at the histogram (Fig. 1)

As it is shown at the histogram in the period 2008-2013 a certain dynamics of address direction in the speeches of Commanders-in-Chief can be observed. In the first and the last years of fulfilling the duties of Commander-in-Chief D.A. Medvedev (2008, 2011) there is his address mainly to the veterans of war who are assessed as the group worth the greatest attention. In speeches of V.V. Putin (2012, 2013) there is the following definition of the ranging of those who are listening: logical and content accents are shifted to military man and then in the order of lessening the second honorary place occupy the veterans and the third – citizens of Russia. To some extent it contradicts to the idea of new generations keeping the memory of the heroic deed of soldiers in the Great Patriotic War, which is actualize in civil actions of memory of the type “Georgievskaya lentochka” (Georgy ribbon) [34].

The second block is devoted to the clarification of the question how the contents of the speeches is represented in thematic horizons, adjacent to the categories of state-national identities. With a certain part of conventionality three categories of the analysis are pointed out – “We”, “They”, “The Third Force”. After quadrating and defining of units of counting, adequate to categories of analysis their percent ration to the Volume of the text of the speech was found, described by the number of containing in the text words.

As a result the following histogram was designed (Fig 2)

As it is seen in the graph, in the triad directed to the characteristics of the identity (“We” – “They” – “The Third Force”) in the speeches of all years the pattern “We” dominates. It is treated as a relatively stable integrity of all the group of the Russian population identical to themselves. The semantic connotations, expressed by an active use of pronoun descriptors (for example, “we all”, “all of us”, etc.), are used at the background of positive evaluative context, created by general-subject pronouns, corresponding with nouns. This raises the degree of contact and influences the working out of a positive response position of listeners in relation to the contents of utterances.

Diametratically opposite negative connotation have those utterances, referring to the pattern “they”. The frequency of mentioning enemies takes the second place in the triad and has an ascending trend at the time where the concept “The Third power”, fixing the allies, occupies the third place and has a descending trend.

![Fig. 1: Range of distribution of the serviceman ( ), veterans ( ); citizens of Russia ( )](image-url)
The third block of the research is devoted to the means of forming the Russian socio-cultural identity of a patriotic character at the examples of the military heroic deeds in the fight with fascism, presented in the speeches of Commanders-in-Chief at military parades in honor of Victory Day.

Two thematic blocks are singled out – “Moral-legal categories” a “Pedagogical vocabulary”. The units of contain in both cases were the notions, fixing ethical and legal categories, as well as pedagogical terminology (in percentage to the volume of the text of the speech, counted in words). The results are reflected in Fig 3.

On Fig. 3 the volume of moral-legal notions are reflected and their correlation with pedagogical terminology is given. Categories, reflecting high ethical notions are inseparably linked with the notion of law. Their representation in speeches of Commanders-in-Chief is fairly high and has an ascending trend. Maximal quality of categories are enumerated and characterized referring to the assessment of the activities of the citizens of Russia on the defense of Motherland: “For the sake of Motherland our ancestors in all times achieved the greatest tops of valor and courage overwhelming the whole world by their bravery and unity, they were able to win. These traditions are an example of the young generations and they are not once proved this, defending the sovereignty and interests of the Motherland” [29].

Pedagogical vocabulary is presented mainly by didactic units, among which the most often met notion was “lesson”, used in the direct sense as well as on the level of a conceptual metaphor. Among the categories, defining the subject field of the upbringing theory, the mostly often repeated term was “example”, which in all cases was addressed to the hero deed of the veterans. Much attention was devoted to the positive mark of existing upbringing practice, connected with keeping traditions and strengthening the moral principles of the young generation – collecting of written and oral evidence of the veterans heroic deeds, keeping the military awards, the action “Georg ribbon”. Together with this the comparison of the frequency of representation of the pedagogical vocabulary in its historical dynamics shows the presence of a stable tendency to its descending.

CONCLUSION

The analysis of the contents of the speeches of Commanders-in-Chief of the Russian Federation in the period since 2008 till 2013 makes it possible to make the following conclusions on the molding potential of speeches at the parades in honor of Victory Day.

The festive speech delivered at a military parade of the most respected and uniting all citizens of Russia holiday – Victory Day is always an official description of
a complex of ideas, having state-political and moral-upbringing character. Their contents obligatorily contains such thematic lines as gratitude to veterans, scorn over those who perished, strength of spirit and weapon of the military men, lessons of the war, role of allies, loyalty to the traditions, non-admission of wars glorification of the Motherland. Content and compositional peculiarities of a festive speech, which is always read word-for-word in the text contains chiches-phrases addressed to the public and traditional etiquette formulas. Address to veterans as agents of socio-patriotic action, which decided the fate of the counting is presented in different volume. Interpreting veterans of war as an example for the youth to follow, Commanders-in-Chief avoid mentioning such historical events with which veterans associate themselves to the full extent. In particular, the fact that they defended not Russia but the Union of Soviet Socialist Republics (USSR) is practically not mentioned. The Soviet Union was used 2 times (in speeches of 2010-2013), the USSR – once in the speech of 2010. At the same time the category “Russia” (including connotation “Russian”) was used 25 times, “Motherland” – 9 times, Motherland – 2 times, Native land - once.

In the triad “We” – “They” – “The Third Fore” quite regularly information on difference of state strategies of the USSR and the Fascist Germany dominates. Information on the contribution of the countries of anti-Hitler coalition is reflected rather sparingly but always in the gratitude key. Meanwhile in the speech of 2012 it is said that aggressive intentions of fascists did not receive a proper time collective opposition, which could reduce losses in the war. In spite of a rather wide of individually stylistic preferences seen in the speeches of different years to a large degree of definiteness the idea is expressed that the strength of spirit and weapon of modern Russia are a guarantee of peace and prospering of the counting. This very thought forms in the listeners the concrete image of strong and proud Motherland, strengthens the youth in the idea that they are direct successors of the military heroic deeds of the Russian military forces those who continues glorious military traditions of the soldiers of victory, liberated Europe from fascism.

REFERENCES


7. The speech on parade of Red Army Date Views 28.01.2014 www.plam.ru/ hist/o_velikoi_otechestvennoi_voine_sovetskogo_soy uza/p4.php 1

8. From the speech of the Commander-in-Chief I. V. Stalin on May 9, 1945 Date Views 28.01.2014 www.rubcow.ru/ index.php?option=com_content&task=view&id=133&Itemid=36


12. Gaida, M., 2014. Analysis of the President’s speech at the Parade on May 9 Date Views 28.01.2014 www.shkolazhizni.ru/ archive/0/n-38740/


26. The speech on Military parade in honor of the 63rd anniversary of the Victory in the Great Patriotic War Date Views 28.01.2014 www.prezident.rf/speeches/30
27. The speech on Military parade in honor of the 64rd anniversary of the Victory in the Great Patriotic War Date Views 28.01.2014 www.prezident.rf/ speeches/4015
28. The speech on Military parade in honor of the 65rd anniversary of the Victory in the Great Patriotic War Date Views 28.01.2014 www.prezident.rf/ speeches/7685
29. The speech on Military parade in honor of the 66rd anniversary of the Victory in the Great Patriotic War Date Views 28.01.2014 www.prezident.rf/ speeches/11196
34. History of one action. Date Views 22.01.2014 www.gl.9may.ru/ action_history