

APPELLATIVITY AS TERTIUM COMPARATIONIS OF CHARISMATIC POLITICAL LEADER'S DISCOURSES

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The article deals with building tertium comparationis of a charismatic political leader's appellativity in German and Ukrainian appellative discourse. Appellativity of a politician's charisma is

understood as its immanent property expressed on verbal and paraverbal levels of speech and can be described in corresponding prosody and gesture parameters.