

## REVIEW

On the dissertation  
by Skichko Anastasiia Serhiivna

on the topic: “Motivational public speeches: cognitive-discursive and  
communicative perspectives”

submitted for the degree of Doctor of Philosophy  
in the field of knowledge 03 Humanities  
in the specialty 035 Philology

The **topicality** of this research is determined by the need for the comprehensive exploration of cognitive-discursive and communicative aspects of motivational public speeches with a focus on gender-specific comparative perspectives. Additionally, there is a necessity to explore the actualization of the MOTIVATION concept to understand how male and female speakers reflect their experiences in public discourse. Since it is possible to bridge the gap in existing research, this study seeks to provide a comprehensive analysis of how motivational speeches are shaped by cognitive, discursive, and gender-specific factors. By doing so, it offers valuable insights into the distinct ways in which male and female speakers construct and communicate motivation in public discourse.

This thesis aligns with current trends in linguistics, particularly in the areas of Cognitive Linguistics, Discourse Analysis, and Functional Grammar, and aims to elucidate the defining characteristics and properties of effective motivational public speeches. Supervised by Olga Demydenko and Encarnación Hidalgo Tenorio, and supported by the Erasmus+ program from Granada University and the National Technical University of Ukraine “Igor Sikorsky Polytechnic Institute”, this research benefits from a blend of international expertise and innovative approaches.

**The scientific novelty** of this research lies in several key contributions: first, it introduces the additional regularities of motivational public speeches in both public and motivational discourse. Second, it identifies the linguistic, cognitive, discursive, and communicative characteristics of motivational speeches, analyzing how motivation is framed, emotionally conveyed, and socially constructed, hence shedding light on how motivational discourse functions as both a persuasive tool and an instrument of fostering interpersonal connections. Third, it develops a comprehensive methodological framework for analyzing the communicative strategy, tactics and techniques of motivational public speeches using tools such as the UAM Corpus Tool and AntConc. Lastly, it presents a foundational matrix model for the actualisation of the MOTIVATION concept in motivational public speeches.

**Assessment of the content of the dissertation, its completeness and compliance with the principles of academic integrity.** In terms of its content, the dissertation of the applicant Anastasiia Skichko fully complies with the standard of higher education in the specialty 035 Philology and the areas of research in accordance with the educational program “Philology”. The scientific work is a completed research and testifies to the existence of the applicant's personal contribution to the scientific field of linguistics.

Having examined the similarity report based on the results of checking the submitted dissertation for signs of textual coincidences, it can be concluded that the scientific work of Anastasiia Skichko is the result of independent research and does not contain elements of falsification, compilation, plagiarism and borrowings. The ideas, results, and texts of other authors used have proper references to the relevant source.

**Language and style of presentation of results.** The dissertation is written in English. The presented work can be characterized as an independent, completed study, which is logically structured, the information is interconnected. The purpose and tasks have been fulfilled, which indicates a full disclosure of the topic of the proposed research.

**The structure and volume of the dissertation.** The PhD thesis consists of an introduction, four chapters, conclusions, a reference list, and appendices. The total volume of the thesis is 347 pages, with the main text comprising 196 pages.

The Introduction justifies the topic and relevance of the research, defines the objective and tasks, presents the subject-matter, object, material of the research, methodological framework, scientific novelty, structure, and scope of the work, and provides an overview of scientific publications on the research topic.

Each chapter delves into specific aspects of the research. Chapter 1 “Theoretical foundation of linguistic research on motivational speeches” addresses the theoretical and methodological foundations of linguistic research, including the definition and properties of motivational speeches.

Chapter 2 “Research methodology of motivational speeches study from cognitive-discursive and communicative perspectives” details the research methods applied to motivational speeches, focusing on cognitive-discursive and communicative aspects.

Chapter 3 “Key features of motivational speeches in public: a cognitive linguistic approach” discusses the key features of motivational speeches in public discourse from a cognitive linguistic standpoint.

Chapter 4 “Communicative properties of motivational speeches in public discourse” presents the communicative features of motivational speeches, analyzed on the basis of Transitivity and Appraisal Theory.

Conclusions summarize the main findings of the research, highlight its significance, and outline directions for further inquiry.

Appendices include a list of the author's publications, as well as tables and figures illustrating the results of the analysis and the key points of the study.

**Publications.** The research outcomes are presented in 8 publications, 7 of which are featured in specialized Ukrainian journals and 1 in the journal indexed by Web of Science. These publications, encompassing a total of 3 printed sheets of paper, provide a comprehensive view of both theoretical and practical aspects of the thesis.

### **Recommendations and comments on the dissertation.**

1. In the introduction, you confirm that the corpus of your research consists of 200 public speeches, but later in the text you mention that only 20 of them were turned into the text format. What criteria did you use to select these 20 speeches out of 200? (p. 19).
2. In Chapter 2, concerning the methodology, there is no mention of the stages of the study or the methods used at each of these stages.
3. When building communication strategies and tactics, they traditionally cover similar speeches (these can be figures from politics, the military, bloggers, etc.). You have a range with a time span from 1986 to 2022, and the speakers are of different genres. Question: What criteria did you use to systematize and unify public discourse to build strategies, tactics, and techniques? Was the gender factor taken into account when presenting all these strategies, tactics, and techniques?
4. In paragraph 4.2.2. it was necessary to provide a quantitative description of all the phenomena mentioned at the lexical, phonetic and grammatical levels, taking into account the gender factor.

These comments are not decisive and do not reduce the scientific novelty and practical significance of the results and do not affect the positive assessment of the dissertation.

**Conclusion on the dissertation work.** The dissertation work of the applicant Skichko Anastasiia Serhiivna on the topic: "Motivational public speeches: cognitive-discursive and communicative perspectives", is performed at a high scientific and methodological level, without violating the principles of academic integrity and is a completed scientific research, the set of theoretical and practical results of which solves a scientific problem of great importance for the field of knowledge 03 Humanities. The dissertation research in terms of relevance, practical value and scientific novelty fully complies with the requirements of the current legislation of Ukraine, as provided for in paragraphs 6-9 of the "Procedure for awarding the degree of Doctor of Philosophy and revocation of the decision of a one-time specialized academic council of a higher education institution, scientific institution to award the degree of Doctor of

Philosophy”, approved by the Resolution of the Cabinet of Ministers of Ukraine of January 12, 2022, No. 44.

The applicant Skichko Anastasiia Serhiivna deserves to be awarded the degree of Doctor of Philosophy in the field of knowledge 03 Humanities, specialty 035 Philology.

**Reviewer:**

Candidate of Philological Sciences, Associate Professor,  
Associate Professor of the Department of Theory,  
Practice and of English Translation

of the National Technical University of Ukraine  
“Igor Sikorsky Kyiv Polytechnic Institute”



Yuliia Karachun

