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**PHONETIC MEANS TO INFLUENCE THE LISTENER  
USED IN BRITISH PUBLIC SPEECH**

**Abstract**

The paper deals with the issue of influencing the listener when delivering public speech. Special attention is paid to the phonetic means of affecting the public used in British political discourse. Also the problem of meaning-sound correlation of lexical units is touched upon. The phonetic experiment of British political discourse revealed the phonaesthetic characteristics of lexical units and helped compile the matrix of phonaesthetic syllabic and segmental features of this type of discourse.

**Keywords:** oral speech, public speech, British political discourse, phonaesthetics, segmental features of discourse.

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