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BETWEEN BRILLIANCE AND SIMPLIFICATION: EXPLORING THE NATURE OF PLAIN LANGUAGE IN PUBLIC DISCOURSE

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Abstract. *The article provides a comprehensive analysis of the phenomenon of plain language in political discourse as an effective tool for influencing the mass audience. Plain language is viewed as a strategic choice of a politician aimed at ensuring clarity, forming an emotional connection, increasing trust, ease of memorization, and achieving wide public coverage. The distinction between the concepts of plain language and simple language has been established. Based on the analysis of speeches by English-speaking politicians, including Joe Biden, Donald Trump, Kamala Harris, Barack Obama, and Bernie Sanders, the main features of plain language are identified: short and clear sentences, familiar vocabulary, active constructions, repetition, straightforwardness, and logical structure. Six key functions of plain language in public speaking are identified: communicative, emotional, persuasive, integrative, mobilizing and manipulative. Particular attention is paid to the role of plain language in creating the image of a "real" leader who is close to the people, speaks clearly and sincerely. The theoretical foundations of the study are also highlighted, in particular the ideas of L. Wittgenstein, J. Orwell, N. Fairclough, J. Williams, as well as Ukrainian researchers O. Selivanova and H. Pocheptsov. In modern political discourse, plain speech is interpreted not as a manifestation of intellectual limitations, but as a conscious rhetorical strategy that allows for the most effective delivery of a political message to a wide audience, regardless of their level of education or social status. As a result, simplicity of speech is interpreted as a multifunctional, interdisciplinary phenomenon that deserves further research within the framework of cognitive linguistics, sociolinguistics, rhetoric, and political communication.*

Key words: political discourse, rhetoric, communication strategy, linguistic simplicity, speech functions, political communication.

Introduction.

The simplicity of language attracts the attention of scholars in various fields, including linguistics, philosophy, rhetoric, psychology, pedagogy, and political science. One of the key questions that researchers face is whether simplicity of speech is a sign of primitivism or, on the contrary, a conscious rhetorical choice aimed at achieving clarity and accessibility of statements. Simplicity does not equal superficiality: deep and complex thoughts can be conveyed in clear language. Great

intelligence is manifested not only in the complexity of wording, but also in the ability to convey the content clearly, logically, and in an accessible way to a wide audience.

In this context, there is a need for a multidimensional study of the rhetorical effects of plain speech in the political, media and social spaces, as well as the definition of its functions and strategic goals. In the era of globalization, when political communication increasingly goes beyond the national space, plain language is a strategic tool for influencing, persuading, building trust and mobilizing the audience. Politicians deliberately choose plain language structures as an effective means of conveying their messages to the widest possible range of citizens.

Thus, *the relevance of the research* topic is due to the growing importance of understanding how plain language is used in political, media and social discourse as an instrument of influence. *The object of the study* is public speeches of English-speaking politicians. *The subject of the study* is the plain language used by politicians to achieve communicative, rhetorical and manipulative goals.

The purpose of the study is to analyze the peculiarities of using plain language by politicians in different contexts. In order to achieve this goal, *the following tasks are envisaged*:

- ✓ to define the concept of plain language;
- ✓ to recognize the difference between plain language and simple language;
- ✓ to identify and analyze the main features of plain language;
- ✓ to outline the key goals of using plain language in public speaking;
- ✓ to define the functions of plain language;
- ✓ to identify and analyze the rhetorical effects of plain language in political, media and social contexts.

Literature analysis.

Simplicity of speech is an interdisciplinary issue that attracts the attention of philosophers, linguists, psychologists, educators and political scientists. This concept was considered both by the classics of humanitarian thought (in particular, L. Wittgenstein, J. Orwell) and by contemporary researchers of political discourse and communication (O. Selivanova, H. Pocheptsov). This study examines the works of

thinkers and scholars who analyzed the phenomenon of plain language in the context of philosophy of language, linguistics, rhetoric, political communication and pedagogy.

First of all, it is worth referring to Ludwig Wittgenstein's *"Philosophical Investigations"* (1953), which examines the nature of linguistic meaning through the analysis of ordinary, everyday speech. Wittgenstein denies the existence of a fixed structure of language and argues that the meaning of words is determined by their use in the context of life. Thus, it is simple words in simple situations that carry real, not abstract, meaning. The key thesis is that *the language of thinking is the language of everyday use, not an artificial abstraction.*

Even earlier, George Orwell, in his essay *"Politics and the English Language"* (1946), criticised the complex, patterned, alienated language characteristic of political and bureaucratic discourse. He argued that such language conceals the truth and facilitates manipulation: *"Political language is designed to make lies sound true and murder respectable..."* To counteract this, Orwell proposed six practical rules that promote simplicity and clarity: short words, avoidance of cliches, active constructions, minimisation of redundancies, etc. The key thesis is that *clear, precise language is a tool for honest thinking.*

American researcher Rudolph Flesch proposed an applied approach to plain language — he developed the *Flesch Reading Ease* formula to help make texts more accessible. In *"The Art of Readable Writing"* (1949), he emphasised: *"Keep sentences short and vocabulary simple."* The key thesis: *readability is the first step to effective communication.*

The concept of Basic English was developed by Charles Ogden and Iver Richards. In *"The Meaning of Meaning"* (1923) and later in Basic English (1930), they presented a limited vocabulary of 850 words for effective international communication. This approach demonstrates the desire for universal understanding through simple but accurate vocabulary. The key thesis: *a structured, limited language can ensure global understanding.*

Norman Fairclough's *"Language and Power"* (2001), a representative of critical

discourse analysis, examined how the simplicity of language is used by politicians to create the effect of closeness to the people, as well as to covertly assert power. The key thesis was that *language is not only a means of communication, but also an instrument of ideological influence.*

Professor Joseph Williams in *"Style: Ten Lessons in Clarity and Grace"* (1981) explores how the structure of writing affects the perception of a text. He argues that the clarity of writing directly depends on the logic of thinking, and therefore, simplification is not a flaw, but a sign of intellectual control. The key thesis is that *clarity of writing is a manifestation of clarity of thought.*

Olena Selivanova has made an important contribution to the Ukrainian linguistic space. In her textbook *"Modern Linguistics: Directions and Problems"* (2008), she analyzes the cognitive and functional parameters of discourse. The simplicity of language is seen as part of a politician's linguistic image, a means of cognitive influence on the audience's mind. The key thesis is that *discourse is not only a text, but also a form of influence on consciousness.*

In his books *"Communication theory"* (1999) and *"Mind control"* (2012), Heorhii Pocheptsov explores the mechanisms of public communication, including mass media and political communication. He shows how simplification, repetitiveness, cliches and emotionality shape persuasiveness in mass discourse. The key thesis is that *the simpler the message, the more likely it is to be absorbed by the audience.*

Thus, plain language is not a sign of primitiveness. On the contrary: Orwell emphasizes its role in honest thinking, Wittgenstein — in reflecting life's meaning, Flesch and Williams — in achieving clarity and influence, Ogden and Richards — in global communication, Selivanova and Pocheptsov — in cognitive and rhetorical influence. Simplicity of speech is a conscious strategy that, when properly implemented, is a manifestation of communicative skill, not limitations.

Research methods.

In order to achieve the goal and implement the research objectives, the study used a set of interdisciplinary methods that allowed to analyze plain speech as a multilevel phenomenon in political discourse. In particular, the following methods were used: *The*

discourse analysis method was used to study the peculiarities of using plain language in an authentic political context. Fragments of speeches by English-speaking politicians were analyzed with regard to the social, political and rhetorical context. *Cognitive and pragmatic analysis* — used to identify the functional load of plain language in the formation of meanings, speaker's intentions and interpretation of statements by the audience. Simplicity of speech is seen as the result of a purposeful communicative choice that ensures the effectiveness of the message. *Content analysis* — used to collect and classify politicians' speeches containing examples of plain language according to the identified features and functions. The analysis covers the speeches of political leaders from the United States, Canada, the United Kingdom, France, Brazil, Ukraine, South Africa and other countries in the period 2000-2025. *The functional and stylistic method* was used to study stylistic devices, including repetitions, rhythmic constructions, short sentences, active verbs, etc. that ensure simplicity of speech as an element of the public communication style. *Qualitative sampling method* — 50 speeches containing examples of plain language were selected for the study, with an emphasis on the genres of inaugural addresses, victory speeches, public appeals and speeches at debates.

Research results.

An educated, intellectually developed adult is usually able to choose and vary the level of complexity of his or her speech according to the situation and audience. Plain speech is a form of communication characterized by lexical and syntactic accessibility, clarity, conciseness and focus on the mass audience. Many politicians, including the elderly, deliberately choose an extremely simple style to be closer to a wider audience. Especially in the United States, this is a common strategy: most people understand short, simple sentences better. In today's world, a simple presentation of information often wins in mass communications, even if it seems naive or primitive.

Before we begin our investigation, let's look at two concepts: *plain language* and *simple language*. Politicians all over the world are increasingly abandoning bureaucracy, complex structures and high style. Instead, they use short sentences, clear words, and a lively appeal to the voter. But is every 'simple' speech the same? Not at

all. There are two different strategies: plain language and simple language. And they are not the same thing. *Plain language* is a strategy of clear power. It is not a 'primitive' language, but a carefully thought-out style. A plain language politician speaks clearly, in a structured manner, without ambiguity, he knows what he wants and respects the intelligence of his audience. He speaks in simple terms — but does not simplify the idea. *Simple language* is a language for emotions, not for arguments. This is even simpler. Often too simple. There are a lot of emotions, slogans, repetitions. This style can be effective in a crowd, at a rally, on social media platforms like "TikTok". But it often borders on populism. And when there are only shouts instead of arguments, people start to feel that they are underestimated. Plain language — when you want to look responsible, smart, reliable. Simple language — when you want to be your own, emotional, understandable without context.

But wise politicians combine: they speak simply but not flatly, clearly but meaningfully. They use the power of language to inspire, not manipulate. And most importantly: People hear more than just words. They feel how they are being spoken to. And if the language sounds like 'for babies', it offends. If it sounds like 'for adults', it commands respect. In his speech addressing nationwide protests & demonstrations for George Floyd (2020), J. Biden used short, simple sentences, active voice, and abandoned cliches to achieve maximum comprehensibility. The phrase, *"This job is not about me, it's about you, it's about us"* is a profoundly simple, emotional appeal to the nation that at the same time maintains logic, structure and respect for the audience — an example of *plain language* with sincerity and clarity.

Slogans like *"Make America Great Again"* or *"Lock her up"* are prime examples of *simple language*: emotional, slogan-like, without formal justification, easy to repeat and instantly memorable. According to estimates, the level of readability in Trump's speeches is between the fourth and sixth grade. The simplicity of his language gives it mass appeal, due to the directness and clarity of his statements — but often with a lack of nuance and argument. In interview with the Guardian (2024), Zelensky said: *"You say time is money. For us, time is our life."* — a simple but highly metaphorical phrase that conveys the importance of time in a crisis situation and at the same time is an

example of plain language. In his public post *"Without you"*, he uses simple words and repetition: *"Without gas or without you? Without you."* ('Without gas or without you? Without you': Zelensky's words for Russia as Ukraine sweeps through northeast, 2022) — it is infectious, figurative, but also has structure and logic — a successful mix of plain and simple approach with a strategic impact.

Plain language in political speech is when the content is presented with respect for the audience in a clean, emotional manner, but with logic and arguments (e.g. Biden, Zelensky). *Simple language* is when the language is simplified to the limit, without arguments, with an emphasis on emotions, slogans, repetition (typical of Trump's style). In this article, we will focus on plain language.

First of all, let's identify *the features of plain speech*, drawing on examples from political speeches that demonstrate how brevity, clarity and rhetorical precision contribute to effective influence on a mass audience.

Clear vocabulary — the use of familiar, everyday words without complex terms, e.g.: *"Much to repair. Much to restore. Much to heal."* (J. Biden, Inaugural Address 2021), *"Yes, we can."* (B. Obama, Obama Victory Speech, 2008), *"I really do not want my pictures in your offices, for the President is not an icon, an idol or a portrait."* (V. Zelenskyy, Inaugural speech, 2019).

Short sentences are simple constructions that are easy to hear and read, e.g.: *"I am your voice."* (D. Trump, RNC Speech, 2016), *"We will get through this, together."*(J. Biden, Inaugural Address, 2021), *"We shall never surrender."* (W. Churchill, We Shall Fight On The Beaches, 1940).

Straightforwardness — avoidance of metaphors, complex syntactic constructions, ambiguity, e.g.: *"We will drill, baby, drill."* (D. Trump, The Inaugural Address, 2025), *"We will overcome all of this!"* (V. Zelenskyy, Inaugural Address, 2019), *"We're going to win like never before."* (D. Trump, Inaugural Address, 2025).

Logical sequence — a clear and structured presentation of thoughts, e.g.: *"If there is anyone out there... tonight is your answer."* (B. Obama, Obama Victory Speech, 2008), *"If we do that, I guarantee you, we will not fail."* (J. Biden, Inaugural Address, 2021), *"We are not the ones who have started this war. But we are the ones who have*

to finish it." (V. Zelenskyy, Inaugural Address, 2019).

Avoidance of cliches and cliches — freshness and naturalness of speech. e.g.: *"There is no need to bring souvenirs from abroad, but please, bring your knowledge, experience and values."* (V. Zelenskyy, Inaugural Address, 2019), *"We will forge a society that is colorblind and merit-based."* (D. Trump, Inaugural Address, 2025), *"Victory is never assured."* (J. Biden, Inaugural Address, 2021).

Active verb constructions — the predominance of the active voice over the passive voice, e.g.: *"Nobody knows the system better than me, which is why I alone can fix it."* (D. Trump, RNC Speech, 2016), *"Today we have to return their minds — that's what we have lost."* (V. Zelenskyy, Inaugural Address, 2019), *"...millions of Americans who volunteered and organized, and proved…"*(B. Obama, Obama Victory Speech 2008).

Repetition of key words and ideas — to enhance the effect of memorisation and emphasis, e.g.: *"I will fight for you, and I will win for you. We're going to win like never before."* (D. Trump, Inaugural Address, 2025), *"It's the answer told by lines… It's the answer spoken by young and old… It's the answer that led those who…"* (B. Obama, Obama Victory Speech, 2008), *"...we shall fight on the beaches, we shall fight on the landing grounds, we shall fight in the fields…"* (W. Churchill, We Shall Fight On The Beaches, 1940).

Thus, we can see that simplicity of speech is a purposeful strategy of influence, not a sign of intellectual poverty. Simplicity here does not mean primitiveness — it is a manifestation of rhetorical skill, when maximum effect is achieved through minimal means. This is confirmed by: clear repeated messages, the active position of the speaker, and the rejection of cliches in favor of original formulations. Thus, plain language in political discourse is a powerful tool of public persuasion, allowing the speaker to appear approachable, confident, and honest.

Politicians use plain language to achieve several *important goals*: to ensure clarity, emotional connection, audience trust, ease of memorization and mass reach.

Emotional connection with the audience — plain language creates the illusion of a conversation *"on equal terms"*, creates a sense of closeness, trust and empathy, e.g.:

"If we work together, there is nothing we cannot do and no dream we cannot achieve." (D. Trump, Inaugural Address, 2025), *"I will do everything I can to make you feel respect."* (V. Zelenskyy, Inaugural Address, 2019), *"History, faith, and reason show the way, the way of unity."* (J. Biden, Inaugural Address, 2021).

Building audience trust — straightforward, plain language gives the impression of sincerity and honesty. It lowers the barriers between the politician and the voter and inspires trust, e.g.: *"I will fight for you, and I will win for you. We're going to win like never before."* (D. Trump, Inaugural Address, 2025), *"When I took the oath of office, I pledged loyalty to only one special interest group-"We the people.""* (Ronald Reagan, Address Before a Joint Session of the Congress on the Program for Economic Recovery, 1981), *"We will build the country of other opportunities…"* (V. Zelenskyy, Inaugural Address, 2019).

Ease of memorization — short and rhythmic phrases, repetitions, familiar words — all make it easier to remember and spread messages in the media, social media, and everyday life, e.g: *"Make America great again."* (D. Trump, Inaugural Address, 2025), *"Thank you, God bless you, and may God bless the United States of America."* (B. Obama, Obama Victory Speech, 2008).

Mass coverage — plain language is aimed at a wide range of listeners — regardless of education level, age, social status. This allows you to reach the entire audience at the same time, e.g: *"It's the answer spoken by young and old, rich and poor, Democrat and Republican, black, white, Latino, Asian, Native American, gay, straight, disabled and not disabled…"* (B. Obama, Obama Victory Speech, 2008), *"Today I appeal to all Ukrainians in the world."* (V. Zelenskyy, Inaugural Address, 2019), *"There never has been, I suppose, in all the world, in all the history of war, such an opportunity for youth."* (W. Churchill, We Shall Fight On The Beaches, 1940), *"Those people—neighbors and friends, shopkeepers and laborers, farmers and craftsmen"* (Ronald Reagan, Address Before a Joint Session of the Congress on the Program for Economic Recovery, 1981).

Plain speech in the hands of politicians turns into a powerful communication tool that can not only convey ideas, but also create emotional impact, trust and mobilize the

public. Using clear words, short and rhythmic structures, straightforward statements and accessible messages, politicians achieve the effect of wide coverage, simplifying complex concepts and reducing the distance between themselves and the voter. Plain language is not a sign of primitivism — it is the result of a strategic choice that allows to influence the audience regardless of its social, educational or cultural background. Such language has a significant manipulative potential, but at the same time, it also has the potential to democratize discourse when it is aimed at clear, open and honest communication.

Simplicity of speech is a conscious choice, a tool for increasing clarity and accessibility of thoughts, but it does not equate to an inability to formulate complex ideas or to carry on a logical conversation. This style of speech performs a number of functions and also creates an image of openness and honesty. Plain speech in public discourse is not a sign of primitiveness or limitations. On the contrary, it performs powerful rhetorical, communicative and psychological functions that ensure the effectiveness of political influence. Through simple words, short sentences, logical structure and emotional emphasis, politicians achieve comprehensibility regardless of the level of training of the audience, form an emotional connection and an image of 'their', close leader, encourage action, mobilize and unite, influence consciousness, create clear messages that are easy to remember, and at the same time can use simplicity for manipulation when complex problems are reduced to simple formulas. Let's look at the *main functions* of plain language.

The communicative function is realized through the transmission of information in an accessible, understandable form. Politicians use simple vocabulary and syntax to ensure that their messages are understood by the widest possible audience — regardless of the level of education, profession or age of the listeners. Plain language avoids confusion and ambiguity, e.g.: *"I will end the practice of catch and release."* (D. Trump, Inaugural Address, 2025), *"I will restore law and order our country."* (D. Trump, RNC Speech, 2016).

Emotional function. Plain language easily arouses emotions because it appeals to basic feelings: fear, hope, pride, indignation, trust, etc. Emotional messages create the

effect of a 'heart-to-heart' conversation and form a bond between the politician and the citizens. Such speech promotes empathy and emotional resonance, e.g.: *"And together, we shall write an American story of hope, not fear."* (J. Biden, Inaugural Address, 2021), *"Sasha and Malia, I love you both so much, and you have earned the new puppy that's coming with us to the White House."* (B. Obama, Obama Victory Speech, 2008), *"History is unfair"* (V. Zelenskyy, Inaugural Address, 2019), *"We will make his dream come true."* (D. Trump, Inaugural Address, 2025).

Persuasive function. The goal is to persuade the audience to take their side or make them support a certain decision or policy. Politicians formulate messages to make them logically sound, morally appealing, or emotionally resonant. Simplicity is a tool for effective influence, e.g.: *"We shall go on to the end, we shall fight…"* (W. Churchill, We Shall Fight On The Beaches, 1940), *"If we do that, I guarantee you, we will not fail."* (J. Biden, Inaugural Address, 2021), *"I will restore law and order our country."* (D. Trump, RNC Speech, 2016).

The integrative function is used to create a sense of community, unity, national or cultural 'we'. Simple phrases call for unity around values or common challenges. They form a collective identity and support social cohesion, e.g.: *"We as a people will get there."* (B. Obama, Obama Victory Speech, 2008), *"Our European country begins with each one of us."* (V. Zelenskyy, Inaugural Address, 2019), *"If we work together, there is nothing we cannot do and no dream we cannot achieve."* (D. Trump, Inaugural Address, 2025).

The mobilization function is aimed at intensifying actions — voting, protesting, supporting a policy. Such statements are often formulated as slogans or calls to action. The simplicity of the phrases makes them easy to repeat, quote, and share in the media or social media, e.g.: *"…they believed that this time must be different"* (B. Obama, Obama Victory Speech, 2008), *"We must set aside the politics and finally face this pandemic as one nation."* (J. Biden, Inaugural Address, 2021), *"In America, the impossible is what we do best."* (D. Trump, Inaugural Address, 2025).

Manipulative function. Plain language can also be an instrument of influence when it is presented to simplify a complex reality, avoid responsibility or impose a

particular view. This is the 'populist' function, which often uses simple slogans without real content or logical justification, e.g.: *"Fake news."* (Donald Trump, White House press conference, 2017), *"I do not understand our government that only shrugs and says: «There is nothing we can do.» Not true. You can."* (V. Zelenskyy, Inaugural Address, 2019).

Every function of plain language in political discourse is an instrument of influence. It allows not only informing, but also shaping attitudes, motivating to act, creating an image of 'one's' leader, uniting the nation or manipulating the masses. Simplicity is not primitivism, but a technology of influence. These examples illustrate how short, rhythmic phrases effectively mobilize listeners — calling for legislative action, public pressure or active participation. Plain language serves not only to convey information, but also as a strategic tool that focuses attention on a specific goal.

In modern society, plain language performs not only a communicative but also a *rhetorical function*, i.e. it can influence the emotions, thinking, behavior and decisions of the audience. In different spheres — political, media and social — simple statements become powerful tools of persuasion, identification, unification or manipulation. *Rhetorical effect* is the impact that a statement has on the listener or reader. It can be an emotional reaction, motivation to act, conviction of a certain thought or idea, or the creation of an image of the speaker. In the case of plain speech, these effects are achieved through short phrases, familiar vocabulary, clear structure, repeated keywords, and slogans. Simplicity is not a weakness here, but a tool of rhetorical power. Below is an analysis of the rhetorical effects in each of these contexts.

Political context. In politics, plain language is a key means of building trust, emotional connection and mobilization. Political leaders often deliberately abandon complex constructions in order to create an image of being 'one of the people', to evoke an emotional response or to stimulate action. The rhetorical effects that simple speech can have are: creating an image of an 'accessible' leader, strengthening a sense of community, e.g.: *"When I took the oath of office, I pledged loyalty to only one special interest group-"We the people.""* (Ronald Reagan, Address Before a Joint Session of the Congress on the Program for Economic Recovery, 1981), mobilizing the electorate

to vote or protest, e.g.: *"Government is too big and it spends too much."* (Reagan, 1981), polarizing opinions through simple contrasts, e.g.: *"We can see each other not as adversaries but as neighbors."* (J. Biden, Inaugural Address, 2021).

Media context. In the media, simplicity of speech is a strategy of mass appeal. News, talk shows, and political debates often use plain language to attract attention, maintain interest, and spread messages on social media. In this case, the rhetorical effects are as follows: virality of statements (due to rhythm, brevity, slogan), e.g.: *"...stay at home, protect our NHS and save lives."* (Prime Minister Boris Johnson addressed the nation on coronavirus, 2020) manipulation of emotions through headlines or quotes from speeches, e.g.: *"I can hear you! I can hear you! The rest of the world hears you!"* (George W. Bush, Bullhorn Address to Ground Zero Rescue Workers, 2001), the formation of template ideas or information cliches.

Social context. In the social space, plain language plays a role in shaping public opinion, behavioral norms and community identity. Clear phrases convey moral values, calls for compassion or action. Let's consider the rhetorical effects: creating a sense of inclusion, e.g.: *"Those people—neighbors and friends, shopkeepers and laborers, farmers and craftsmen"* (Ronald Reagan, Address Before a Joint Session of the Congress on the Program for Economic Recovery, 1981), legitimizing social change through short, clear slogans, e.g.: *"Make America great again."* (D. Trump, Inaugural Address, 2025), strengthening emotional unity in times of crisis, e.g*.: "There are some days when we need a hand."* (J. Biden, Inaugural Address, 2021).

The rhetorical effects of plain language vary depending on the context, but in all spheres it performs a strategic function — to influence the audience through an accessible, emotionally charged, clear and rhythmic form of expression. It contributes to the democratization of discourse (reducing the distance between speaker and listener), the formation of a collective identity (through repeated, simple ideas), and even manipulation (through simplifying complex realities). Plain speech is not only a style, but also a rhetorical technology with a powerful effect. Thus, plain language is not a limitation, but a powerful rhetorical tool that performs a number of functions in political, social and media communication.

Prospects for Further Research Development.

The study of simplicity of speech in political discourse opens up wide opportunities for further scientific analysis, given the growing role of strategic communication in the globalized world. Prospects for further research are related to several areas. *An in-depth analysis of the manipulative potential of plain language.* In the future, it is worth investigating how politicians use simple rhetoric to simplify complex problems, broadcast populist messages, or impose ideological attitudes. Particular attention could be paid to the topics of migration, the climate crisis, and military conflicts — how they are simplified in public discourse. *Analysis of the reception of plain language by voters*. It is promising to study how different audiences perceive the plain language of politicians: whether trust is growing or skepticism is emerging. This can be done through sociolinguistic surveys or media monitoring of reactions in the media and social media. *Changing styles of political rhetoric in times of crisis*. It is important to investigate how the style of politicians' speech changes in times of global or national crises (COVID-19 pandemic, war, economic instability), when the need for simplicity and clarity of messages becomes critical.

Conclusions.

Plain language in political discourse is a powerful tool of strategic communication that plays a key role in shaping the public image, influencing the mass consciousness and achieving political goals. The study proves that plain language is not an indication of primitivism or limitations, but rather a manifestation of a high level of rhetorical skill, the ability to adapt to the audience, and to effectively convey ideas in an accessible, emotionally rich and convincing manner.

An analysis of political speeches by English-speaking leaders has shown that plain language performs a number of important functions. The use of simple vocabulary, short and logically structured sentences, active syntax, repetition and familiar concepts allows politicians to effectively convey messages to the general public, including audiences of different ages, educational or social status. Plain language also plays a key role in building trust in the speaker, creating the image of a 'likeable' leader, and in the information mobilization of society.

Thus, plain language in public space is not only a tool of clarity, but also a means of influence — political, psychological and ideological. In this sense, it is not only a stylistic choice, but also a form of strategic thinking. Further study of this phenomenon is promising in an interdisciplinary context — at the intersection of linguistics, cognitive science, political science and communication technologies.

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