

## **Секция «Иностранные языки и регионоведение»**

**Когнитивно-прагматические и композиционно-стилистические особенности  
текста публичной речи (на примере речи Стива Джобса перед  
выпускниками Стэнфордского университета)**

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The contemporary society is characterized by intensive development of speech communications. The activity of people, whose profession is connected with continuous speeches, lecturing and reports is simply inconceivable without thorough knowledge of rhetoric principles. A public speech is the major weapon for them.

Steve Jobs is a legendary person in world business. He is the person who introduced personal computers to ordinary people and revolutionized the way people treat digital devices, under his management the Apple presented the legendary iPhone, iPad and iPod to the world. Steve Jobs wrote and delivered the commencement speech “Stay Hungry. Stay Foolish.” to the graduates of Stanford University on June 12, 2005 [4]. It is a fine example of how the history is made before our eyes and has already become historic.

The style and content are very different from his Apple product launch presentations, but no less worthy of study. Noteworthy elements of this wonderful speech include:

- strong opening;
- simple classical structure;
- the Rule of Three [1];
- rich figures of speech; and
- a recurring theme of birth/death/rebirth.

The speech contains a strong opening, where Jobs praises the audience and shows some humility. Jobs opens with a compliment for the audience: “I am honored to be with you today for your commencement from one of the finest universities in the world.” He follows that by showing humility in admitting that he never graduated college. In just a few sentences, he has made the audience feel very good about themselves, and increased their receptiveness to his message. One can contrast “Steven Wozniak and I started Apple” with “Woz and I started Apple.” The former is formal, and invokes an image of two entrepreneurs who founded Apple. The latter is conversational, and invokes an image of two close friends. Jobs chooses a conversational style, and this is a wise choice. His audience is composed of college graduates for whom graduation often means diverging paths from their close friends. Jobs adopts a simple and traditional structure (opening, three stories and conclusion). He guides the audience through the 14.5 minutes with simple sentences. (e.g. “Today I want to tell you three stories.” “The first story is about connecting the dots.” “My second story is about love and loss.” “My third story is about death.”)

Jobs structures his speech around three main points, and he applies the rule of three [1] in many sentences and paragraphs.

e.g. “I learned (1) about serif and san serif typefaces, (2) about varying the amount of space between different letter combinations, (3) about what makes great typography great.”

“It was (1) beautiful, (2) historical, (3) artistically subtle...” “... (1) started a company named NeXT, (2) another company named Pixar, (3) and fell in love...” Jobs follows this up with three sentences which demonstrate how each of those turned out great.

“(1) all external expectations, (2) all pride, (3) all fear”“(1) It means to try to tell your kids everything you thought you’d have the next 10 years to tell them in just a few months. (2) It means to make sure everything is buttoned up so that it will be as easy as possible for your family. (3) It means to say your goodbyes.”; “... (1) don’t waste it living someone else’s life. (2) Don’t be trapped by dogma — which is living with the results of other people’s thinking. (3) Don’t let the noise of others’ opinions drown out your own inner voice.” Several of those (marked in bold) are additionally examples of anaphora – repetition of a word or phrase at the beginning of successive clauses or sentences.

Jobs employs numerous figures of speech in his remarks. Jobs uses several well-crafted examples of an antithesis: “If I had never dropped out, I would have never dropped in...”, “Again, you can’t connect the dots looking forward; you can only connect them looking backwards.”, “The heaviness of being successful was replaced by the lightness of being a beginner again...” Note also the alliteration of “being a beginner.”, “... Death is very likely the single best invention of Life.”

One can come across several cases of parallelism (and another example of anaphora): “... that my mother had never graduated from college and that my father had never graduated from high school.”, anadiplosis (repeating a phrase from the end of one sentence at the beginning of the next): “the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do.”, assonance (repetition of vowel sounds): “And whenever the answer has been “No” for too many days in a row, I know I need to change something.”

In addition to the many examples highlighted previously, Jobs concludes his speech by repeating “Stay hungry. Stay foolish.” three times. Repetition adds strength to key arguments, especially in the conclusion.

The recurring commencement themes are Birth, Death, and Rebirth. In a literal sense, Jobs talks about his birth in his first story, and about confronting death in his third story. However, this speech contains numerous other metaphorical references to these “circle of life” concepts. In addition to his physical birth, he relates how the original couple decided they wanted a girl (a symbolic “death” since his life with them was “snuffed out” due to gender). He then tells about how he experienced “rebirth” with his parents. His college career had a short “life.” The “death” of his formal academic career made way for the “birth” of his informal learning process. His relationship to Apple (in his 20&#8242;s) was “born”, grew, and then “died.” Later, when NeXT was purchased by Apple, his career at Apple is reborn. He uses the word “renaissance” (a rebirth or revival) to describe the current state of Apple. He receives the cancer diagnosis (a “death sentence”), but later is saved by an operation (a rebirth). The Whole Earth Catalog. Stewart Brand “brought it to life“, and “then when it had run its course, they put out a final issue.” Interspersed with these stories, Jobs repeatedly ties it back to his audience. This is particularly clear in the conclusion when he relates these metaphors to his college audience one last time with “as you graduate to begin anew.”

Thus, having considered the text of Steve Jobs’ commencement address we can conclude how important it is to express the thoughts accurately and clearly, speak competently and be able not only to draw attention to the speech, but also to influence the listeners. The

cognitive-pragmatic and compositional-stylistic peculiarities of Steve Jobs' address allowed the author to impress and amaze the audience, having made this address historic and legendary.

### **Литература**

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