

**ІНСТИТУЦІЙНИЙ ДИСКУРС ПРОТИ ІНДИВІДУАЛЬНОГО СТИЛЮ:
ЛІНГВІСТИЧНІ МАНІФЕСТАЦІЇ В ПУБЛІЧНИХ ПРОМОВАХ БРИТАНСЬКИХ
ПРИНЦІВ**

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**INSTITUTIONAL DISCOURSE VERSUS INDIVIDUAL VOICE: LINGUISTIC
MANIFESTATIONS IN BRITISH ROYAL BROTHERS' PUBLIC SPEECHES**

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У статті розглядаються лінгвістичні особливості промов принців Вільяма та Гаррі у публічних виступах. Дослідження лексичних, стилістичних та дискурсивних характеристик мовлення принців проводилося на матеріалі 42 офіційних виступів, виголошених у період між 2008 і 2025 роками. Корпусний аналіз виявив різні напрямки розвитку мовленнєвої еволюції. Мовленню принца Вільяма притаманне збереження традиційних комунікативних норм, що проявляється у посиленні інституційних маркерів та зменшенні індивідуальних референцій. Мовлення принца Гаррі характеризується відходом від формальних комунікативних конвенцій у напрямку персоналізації та емоційного самовираження. Різні інституційні позиції та комунікативні стратегії відображені у відмінностях використання займенників, модальних дієслів, церемоніальної лексики та метафоричних моделей. За допомогою аналізу метафоричних моделей можна дійти висновку, що принц Вільям послідовно використовує метафори ПОДОРОЖІ, БУДІВНИЦТВА та СПАДЩИНИ, що вказує на історичну неперервність монархічної традиції, тоді як принц Гаррі еволюціонує від метафор ПОДОРОЖІ та КОМАНДИ до метафор БОРОТЬБИ, ГОЛОСУ та СВОБОДИ, що відображає його трансформацію від офіційного представника монархії до незалежного захисника гуманітарних цінностей. Дослідження показує, як лінгвістичні особливості публічного мовлення відображають зміни в інституційних ролях, соціальній ідентичності та особистому позиціонуванні принців.

Ключові слова: інституційне мовлення, королівський дискурс, монархічна комунікація, індивідуальна мовна ідентичність, корпусний аналіз, метафоричні моделі.

The article examines the linguistic features of Prince William and Prince Harry's speeches in public appearances. The study of the lexical, stylistic, and discursive characteristics of the princes' speech was conducted on the basis of 42 official speeches delivered between 2008 and 2025. Corpus analysis revealed different directions in the evolution of speech. Prince William's speech is characterized by the preservation of traditional communicative norms, which manifests itself in the strengthening of institutional markers and a reduction in individual references. Prince Harry's speech is characterized by a departure from formal communicative conventions towards personalization and emotional self-expression. Different institutional positions and communicative strategies are reflected in differences in the use of pronouns, modal verbs, ceremonial vocabulary, and

metaphorical models. Through the analysis of metaphorical models, it can be concluded that Prince William consistently uses metaphors of TRAVEL, CONSTRUCTION, and HERITAGE, indicating the historical continuity of the monarchical tradition, while Prince Harry evolves from metaphors of TRAVEL and TEAMWORK to metaphors of STRUGGLE, VOICE, and FREEDOM, reflecting his transformation from an official representative of the monarchy to an independent defender of humanitarian values. The study shows how linguistic features of public speech reflect changes in the institutional roles, social identity, and personal positioning of the princes.

Keywords: institutional speech, royal discourse, monarchical communication, individual linguistic identity, corpus analysis, metaphorical models.

Statement of the problem. The speech of the British royal family has always attracted the attention of both scholars and the general public. Royal speech is a unique symbiosis of institutional discourse and individual characteristics, which makes it an extremely valuable object of linguistic research. Of particular interest is the comparative analysis of public speeches of British princes, since their speech allows us to trace both common features caused by belonging to the same institution and differences caused by individual personal characteristics.

Many aspects influence the way the royals speak in public, such as institutional rules, customs and traditions, the speaker's place in the hierarchy, their individual background and state of mind. The unity of these elements creates a distinctive linguistic identity that is expressed in all domains of the linguistic system: phonetic, lexical and grammatical. By examining the speech patterns of royalty in diverse communicative contexts, one can discern consistent traits of institutional discourse and differentiate individual speech strategies and tactics. The monarchy is currently undergoing a gradual transformation of traditional communication models to adapt to modern realities, particularly evident in the speech patterns of the younger generation. The speech patterns of the royal brothers tend to show contrasting approaches. On the one hand, princes attempt to preserve the traditional aristocratic language. On the other hand, their public statements align with contemporary linguistic trends. This renders the analysis of their linguistic style essential for understanding the evolution of the institutional discourse of the British monarchy.

By studying the language that the members of the royal family use in their public speeches, it is possible not only to learn about the specific characteristics of this form of institutional discourse, but also to observe how the linguistic patterns of the British aristocracy have changed over time, to reflect broader social and cultural changes in British society.

Theoretical background. The question of the peculiarities of the speech of the British aristocracy and, in particular, members of the royal family has become a subject of scientific interest for many linguists. The fundamental research of Gimson A. C. laid the foundation for the study of phonetic features of the pronunciation of the upper strata of British society (Gimson, 1984). Expanding on Gimson's theories, Cruttenden A. provided a thorough examination of the specifics of the aristocratic pronunciation and its evolution in the contemporary British society (Cruttenden, 2014).

Ross A. and Mitford N. made an important input into our understanding of the sociolinguistic aspects of the language of the British aristocracy. Ross suggested the idea of 'U and non-U' to describe the linguistic markers of social class, while Mitford systematised the main features of aristocratic speech (Ross, 1959). Harrington J., Palethorpe S., and Watson C. conducted an acoustic analysis of Queen Elizabeth II's Christmas speeches. They found phonetic changes in her pronunciation over a long period of time, and thus illustrated the dynamism that is inherent even in such a conservative accent as RP (Received Pronunciation) (Harrington, Palethorpe, & Watson,

2000). Harrington also carried out similar studies in which he examined the phenomenon of ‘happy tension’ in the Queen’s speech (Harrington, 2006).

Contemporary approaches to discourse analysis, including the use of corpus-based methodology, are presented in the works of Baker and McEnery (Baker & McEnery, 2015). The use of a corpus-based methodology involves a combination of qualitative and quantitative methods of analysis, as explained in the works of G. Brooks and McEnery (2019), as well as Brezina V. and McEnery T. (2020). They argue for the applicability of corpus linguistics to discourse analysis. The main point is the importance of providing context for quantitative data to understand discursive strategies.

The aim of the article is to determine the linguistic indicators of institutional discourse and to examine the individual stylistic features present in the public addresses delivered by William, Prince of Wales, and Prince Harry, Duke of Sussex.

Research objectives:

1. To establish the characteristic phonetic, lexical and grammatical markers of institutional discourse in the speeches of the William, Prince of Wales, and Prince Harry, Duke of Sussex.
2. To determine the individual speech strategies and tactics used by the royal brothers in different communication situations.
3. To reveal the relationship between the formal context of the speech and the degree of manifestation of individual speech characteristics.
4. To trace the dynamics of changes in the royal brothers' speech over a certain time period.

Results of the article. The study of the linguistic features of public speeches by representatives of the British royal family is based on a corpus of speeches by Princes William and Harry. The research material comprises 42 official speeches delivered between 2008 and 2025, of which 22 belong to Prince William (16,715 words total) and 20 to Prince Harry (14,737 words total). The corpus has been subdivided into two subcorpora: speeches pre-2018 and speeches post-2018. This has allowed us to follow the changes in the princes' speeches over time. The marriage of Prince Harry and Meghan Markle became a pivotal turning point that had a significant impact on the social role of both princes and their public image.

The corpus was compiled based on a number of criteria that ensured the representativeness and validity of the material. The speeches were collected from official sources, including the Royal Family's website and official press releases, to ensure the authenticity of the texts. The variety of genres in the materials employed (ceremonial, political, charitable speeches, interviews) made it possible to examine the speeches of the princes from different standpoints.

The research methodology combined corpus analysis with qualitative (stylistic) analysis, and this allowed a thorough study of the linguistic features of the speeches. To figure out frequent keywords, phrases, and thematic clusters, the Sketch Engine platform tools were used. It helped to track the dynamics of changes in the princes' speeches. The study of the public discourse of representatives of the British monarchy allows us to identify both unique individual characteristics of speech and institutional markers inherent in the royal discourse in general. The analysis of the public speeches of the British princes demonstrates significant differences in the use of lexical and stylistic means, which reflect not only personal preferences but also different institutional positions of the speakers. The linguistic features of princes' public speeches can be seen as a manifestation of their social identity and institutional role, which are subject to dynamic changes under the influence of personal and social factors. The study pays special attention to a comparative analysis of the language used by the princes before and after 2018, which allows us to identify the dynamics of changes in their public speech and trace the relationship between personal events and speech strategies.

The lexical and semantic analysis of the corpus of public speeches of the princes demonstrates clear differences in the thematic dominants of their discourse. Keyword analysis indicates that Prince William's public speeches before 2018 were mainly dedicated to wildlife conservation, technological development, and helping others, illustrated by lexemes such as *centerpoint*, *cyberbullying*, *skillforce*, and *ivory*. After 2018, there was a reorientation to environmental issues with the dominance of the lexical items *earthshot* and *moonshot*, which reflects the development of his environmental initiative Earthshot Prize. The multicomponent terms *man on the moon*, *billion lifetimes' worth of hope* and *waste-free world* become characteristic of this period, demonstrating the growth of rhetorical complexity and the frequent use of metaphors. The key feature of Prince William's discursive evolution is the deepening of environmental topics with the simultaneous expansion of conceptual framing through metaphorical parallels with historical achievements of mankind, in particular space programs, which gives environmental initiatives global significance and historical perspective. Going into the details, in his speech to launch the Earthshot Prize project, Prince William demonstrates a marked increase in metaphorical imagery, linking environmental challenges to space exploration: *This decade calls for Earthshots to repair our planet. Just like the moonshot that John F. Kennedy proposed in the 1960s catalyzed new technology like the MRI scanner and satellite dishes, Earthshots can generate new solutions to address the biggest environmental challenges on our planet and improve our lives.*

Before 2018, most of Prince Harry's speeches were about the military. This is illustrated by his frequent use of the words *invictus*, *serviceman*, *wounded*, and *games*. The importance of serving in the army and the focus on the process of recovery from an injury can be exemplified by phrases *invictus games*, *warrior games*, *invictus spirit*, and *life-changing injury*. After 2018, the focus changed to more humanitarian terms, such as *wellchild*, *landmine*, *mandela*, and *demining*. The word *Meghan* that appears in keywords suggests that he is talking more about his family in public and making his conversations more personal. It is important to note that Prince Harry's later speeches include a lot of references to media. The words *media*, *press*, *misrepresentation*, *privacy*, *narrative*, *coverage*, and *story* are used 4,156.85 times for every million tokens, and, consequently, this is 565.8% more than they were used before 2018.

Moving on now to consider the pronominal patterns, it is crucial to note the divergent trends in the princes' public discourse. This is certainly true in the case of William's speeches. The usage of *I*, *me*, *my* pronouns has decreased from 24,835.56 to 17,444.9 per million lexemes. However, the number of *we*, *us*, *our* pronouns tends to grow from 20,412.79 to 21,623.32. This change indicates a deliberate shift in rhetoric from individual speech to institutional representation, which corresponds to his elevation in the system of monarchical succession. Harry, on the other hand, has a rather consistent number of personal pronouns (from 21,462.02 to 21,907.65) and a slight increase in collective mentions (from 18,730.49 to 19,098.98). Nevertheless, contextual analysis shows that the meaning of *we* is shifting a lot, and now *we* is referring more to Harry and Meghan than to the members of the royal family (from 15,230.19 to 16,031.77).

Table 1: Comparative data of the frequency of key linguistic features in princes' speeches (per million tokens)

Linguistic feature	William before 2018	William after 2018	Harry before 2018	Harry after 2018
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Markers of royal identity	1,020.64 (0.1%)	1,044.6 (0.1%)	1,430.8 (0.14%)	898.78 (0.09%)
First person pronouns	24,835.56 (2.5%)	17,444.9 (1.7%)	21,462.02 (2.1%)	21,907.65 (2.2%)
Collective pronouns	20,412.79 (2%)	21,623.32 (2.2%)	18,730.49 (1.9%)	19,098.98 (1.9%)
Ceremonial language	793.83 (0.079%)	940.14 (0.094%)	1,560.87 (0.16%)	673.09 (0.067%)
Family references	1,475.53 (0.15%)	1,880.29 (0.19%)	2,861.6 (0.29%)	5,729.69 (0.57%)
Environmental/environmental terminology	1,474.26 (0.15%)	3,346.7 (0.33%)	784.65 (0.08%)	1,908.07 (0.19%)
Military terminology	907.42 (0.09%)	835.85 (0.08%)	4,942.73 (0.49%)	2,527.16 (0.25%)
Media references	454.94 (0.045%)	498.27 (0.05%)	624.35 (0.06%)	4,156.85 (0.47%)

In addition, a comparative data of rhetorical strategies shows that Prince William's speeches follow a clear and structured development of the topic. He maintains thematic alignment during the whole speech, and it corresponds to the institutional public speaking traditions. It is clear from the speeches that he follows the rules of formal public speaking very precisely. These consist of an official greeting, acknowledgements to the audience and event organisers, the speech context, logical development of the main topic with transitions between the subtopics, a final summary, and a call to action. This structure makes the speech more persuasive and meets the audience's expectations for official royal speeches.

Harry's speeches, especially after 2018, show a narrative-oriented development of the topic instead. He reaches the thematic coherence through connections to personal experience rather than by following a linear logical development. Prince Harry's later speeches are built on personal stories, emotional recollections, and direct addresses to the audience. It is opposed to institutional speeches, because they typically have a clear logical flow of arguments. This gives them a sense of intimacy and sincerity, more like humanitarian advocacy than formal royal speeches.

An analysis of the metaphorical patterns shows that Prince William has consistently used the metaphors of JOURNEY, BUILDING and HERITAGE and it contributes to the tradition of monarchical succession. In his speeches, William employs metaphorical language for two main purposes: to show how the monarchy has existed for a long time, and to establish the connections between traditional values and modern issues. To support this idea, we can spot metaphors, such as TREES, ROOTS, and GROWTH, as they are a good illustration of the monarchical tradition. This case has shown the institution as an organic, living system based on the history and culture of the country.

Harry's metaphors have dramatically changed over time. He mostly used JOURNEY and TEAM metaphors before 2018. After 2018, he used FIGHT, VOICE and FREEDOM metaphors. This change in

how the prince is perceived in metaphors suggests a broader transformation in who the prince is and what role he plays in society. Early metaphors are related to military experience and teamwork, and they mainly focus on a common goal, which is how institutions work. The transition to a more advocacy and socially active position can be exemplified by metaphors of FIGHT and FREEDOM.

As for frequency with which princes talk about family connections, there are a number of important differences between them. William's use of family-related terms increases slightly, from 1475.53 to 1880.29 times per million tokens. The main references are the historical origins of the family and the succession of the monarchy. In his speeches, the references to family serve as an institutional concept that privileges historical continuity and succession over personal relationships. The royal family is seen as a synonym for the state and tradition, and the roles of each family member are mainly seen through the perspective of their institutional duties and responsibilities. This view of the family is similar to traditional monarchical discourse, where the individual is less important than the institution.

Harry's references to family have increased significantly, from 2,861.6 to 5,729.69, with a strong emphasis on relationships with immediate family members. Both princes interpret things in a different way. This can be seen in the way William uses family as an institutional idea, while Harry incorporates personal family stories to justify issues that are more global. Family roles, such as husband, father, son, brother, serve a central point in his later speeches. They frame how he sees and involves himself in civic life. Family relationships are characterized by emotional connections, personal experiences, and shared values, rather than institutional roles. There are a lot of references to the wife and son, and they are very emotional. This shows that family identity is more private than public.

Ceremonial language is one more point that differs in princes' speeches. William's speeches are characterised by an increase in formal language from 793.83 times per million characters to 940.14 times per million characters. And this correlates with the increase of ceremonial duties, and in general strengthening the prince's institutional role. Official greetings, polite expressions, references to titles and official positions, ceremonial statements of acknowledgment and appreciation – all these aspects define the speaker's rhetorical position within the formal institutional structure. They illustrate the embrace and continuation of royal communication traditions.

What can be clearly seen in table 1 is the dramatic decline in the usage of formal language from 1560.87 to 673.09, a drop of 56.9% in Prince Harry's speeches. It is obvious that he shifts away from royal duties. According to Table 1, until 2018, Prince Harry used ceremonial language even more frequently than Prince William, and the probable reason is the need to emphasise his connection to the institution more. Following 2018, the number of formal elements dropped, and the instances of informal addresses, direct appeals to the audience, and conversational elements have grown. As explained earlier, this indicates that the royal family is deliberately moving away from traditional ways of communicating and creating a new public identity that focuses on building emotional connections with people.

Table 2. Distribution of modal verbs in the corpora (per thousand tokens)

Modal category	William before 2018	William after 2018	Harry before 2018	Harry after 2018
Possibility (may, might)	4.86	4.23	3.75	2.91

Necessity (must, need)	2.47	2.82	3.42	5.87
Volition (will, would)	7.24	6.85	6.93	8.72
Ability (can)	5.38	5.64	4.87	6.23
Obligation (should, have to)	2.93	3.18	3.67	6.42

The main difference between the princes' styles of expression is a critical standpoint. William meets the standards of royal communication by maintaining a well-balanced style of expression. He mostly avoids direct criticism and focuses on solutions rather than on problems. After the analysis of Prince William's speeches, it becomes obvious that he does not like to criticise social, political or media institutions openly, including when he addresses controversial issues.

Prince William employs constructive language and focuses on cooperation, positive opportunities, and shared responsibility. He is a signifier of national unity above social or political divisions, which is why this communication strategy corresponds to the traditional role of the monarch.

Harry's critical perspective has evolved over time. At first, he followed the same institutional rules, but after 2018, his discourse started featuring more straightforward criticism, particularly towards media institutions. He has started using emotional framing and personal perspectives more frequently due to the increase in his criticism of social institutions, the media in particular. This is where he connects his criticism to his own experiences and emotional trauma, and, at the same time, shifts the way institutions function and communicate. The reason is simple: Prince Harry no longer feels responsible for the monarchy; currently, it is possible to be more open and sincere about critical views and feelings.

The analysis of modal verbs reveals different levels of certainty and obligation. In most cases, William uses epistemic modal verbs, which show a balanced possibility rather than absolute certainty. This is consistent with the royal communication tradition of not making too many promises. The predominance of modal verbs denoting possibility and probability, *may*, *could*, *might* over those denoting necessity and obligation exemplifies traditional royal rhetoric. It rather promotes the desire to accept different points of view and avoid criticizing others. This kind of modal strategy supports the image of the monarch as a symbolic leader that promotes specific ideas without forcing to accept them.

Speaking of Harry's modal usage, it is important to note that it incorporates more deontic modality. This shows obligation and necessity, in particular when it comes to social issues. The number of modal verbs of necessity *must*, *need*, *should* increases from 3.42 to 5.87 per thousand tokens, and the number of modal verbs of obligation increases from 3.67 to 6.42. This is an increase of 71.6% and 74.9%, correspondingly. It shows a shift from institutional rhetoric to advocacy discourse. It is typical for social activists and community leaders who believe that using explicit and logical language is a great way to make a difference.

The analysis of emotional language reveals significant differences between the princes. During the period of the study, William's level of openness to emotions remained fairly stable. Most of the time, he expresses moderate positive emotions, such as *pride*, *gratitude*, and *hope*. He is still rarely seen showing negative emotions, and when he does, it is usually about matters that do not concern him personally. This control of emotions is in line with the traditional British aristocratic style of

behaviour and communication of members of the royal family. Excessive displays of emotion are considered to be unprofessional for someone in an institutional role. The emotive language in Prince William's speeches is mainly used to discuss shared values and goals, rather than his personal feelings.

A remarkable development can be seen in Harry's speeches through the usage of emotional language in an institutional context. Then there is a shift to an increased personal exposure after 2018. In his later speeches, he uses more words that show negative feelings, for instance, *pain, struggle, suffering*, and *trauma*. Consequently, he talks more openly about personal emotional experiences and psychological state. This kind of emotional openness is different from how the royal family usually communicates with each other. It can be explained by the necessity of an up-to-date approach in dealing with the public, because nowadays honesty and emotional vulnerability are seen as signs of sincerity and humanity.

The analysis of personal narratives reveals the most important difference between the princes' speeches. William tends to incorporate minimal personal experience to support a broader institutional narrative. He maintains distinct boundaries between personal experience and royal representation. Personal narrative is a key component of illustrating institutional values and principles, and that is why the examples of personal memories and experiences are carefully chosen and limited. It is done to prevent excessive disclosure of private life and emotional encounters. This narrative strategy provides a balance between the representation of people and institutions, which is essential for a sovereign to perform their role effectively.

Harry's speeches show quite the opposite tendency, as the personal narrative is his main rhetorical strategy (especially after 2018). An extended personal narrative is a tool to establish authority and show the desire to contribute to social change through his personal experiences and feelings. This fits with current trends in public speaking, where honesty is a tool for social influence and change.

At this point, it is important to clarify the difference in positioning within the analysis of relational language.

The first is the use of language to create a sense of closeness and connection with the audience. The usage of formal forms of address in William's speeches keeps a distance in the relationships. To gain communicative distance, he embarks upon a limited use of markers of sympathy, as it mirrors the traditional monarchical model of communication. According to this model, the monarch is seen as a special figure who is beyond everyday social interactions. The monarch is seen as a symbolic figure who is beyond everyday social interactions. Speaking of Harry's relational language, it evolves around the topics of intimacy and support. It includes direct address, inclusive pronouns and the idea of common experience to help him connect with the audience and build rapport. These elements are typical of humanitarian advocacy rather than formal royal discourse.

Conclusions and discussion. The study of the public speeches of Princes William and Harry demonstrates that language tools, rhetorical strategies, and communication patterns are important indicators of institutional affiliation, social identity, and personal positioning of speakers. The analysis of linguistic features in the chronological perspective reveals opposite trajectories of the princes' linguistic evolution: while Prince William's discourse demonstrates the strengthening of institutional markers, the reduction of individual references, and the preservation of traditional communicative norms, Prince Harry's speech evolves towards personalization, emotional disclosure, and departure from formal communicative conventions. Such linguistic transformations reflect fundamental changes in the princes' social roles and personal circumstances, and demonstrate the relationship between linguistic choices and institutional constraints.

The corpus analysis demonstrates statistically significant changes in the frequency of key linguistic markers accompanying changes in the institutional status of the princes. Particularly notable are the transformations in the use of pronouns (a decrease in individual pronouns and an increase in collective pronouns in William's discourse, a change in the referential value of collective pronouns in Harry's speech), family references (institutional framing in William versus personal framing in Harry), ceremonial language (an increase in William's and a significant decrease in Harry's), and emotional expressions (stable restraint in William versus increasing openness in Harry). The identified trends are not limited to individual linguistic levels, but can be traced at the lexical, grammatical, pragmatic and discourse levels, which indicates the systemic nature of language transformations. A qualitative analysis of discourse strategies helps to notice deeper differences in the princes' communicative approaches. Prince William adheres to the traditional monarchical communicative model with a clear structural organization, limited emotional disclosure, institutional framing, and a balanced critical position, which corresponds to his role as the future monarch and symbolic embodiment of statehood.

Instead, Prince Harry is developing an alternative communication model based on a narrative approach, emotional authenticity, personal framing, and a direct critical stance that reflects his transformation from a member of a monarchical institution to an independent humanitarian advocate. The communication models not only reflect the existing institutional positions of the princes, but also actively shape their public identities and social relations.

We see the prospects for further research on the public discourse of the British monarchy in expanding the chronological and personal framework of the analysis. The inclusion of other representatives of the royal family, in particular Princess Kate and Meghan Markle, in the corpus of speeches would allow us to identify gender peculiarities of the royal discourse and trace the mutual influence of marital communication styles.

A promising area of research is also a comparative analysis of the public discourse of the British monarchy with the discourse of other European monarchies, which would reveal general trends in the transformation of monarchical discourse in a modern democratic society and nationally specific communication traditions. As public speeches (by royals in particular) aim at shaping opinion of the target audience, it seems worthwhile to check, in line with the tenets of Empirical Stylistics, what reaction these speeches elicit and whether the response is triggered by certain foregrounding devices. Of additional interest is the multimodal analysis of public speeches by representatives of the monarchy, which would take into account not only verbal but also non-verbal communication tools (gestures, facial expressions, proxemics, clothing) that form a holistic communicative image. Such a comprehensive approach would allow for a deeper understanding of the evolution of monarchical discourse in response to the challenges of a modern mediaized society.

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