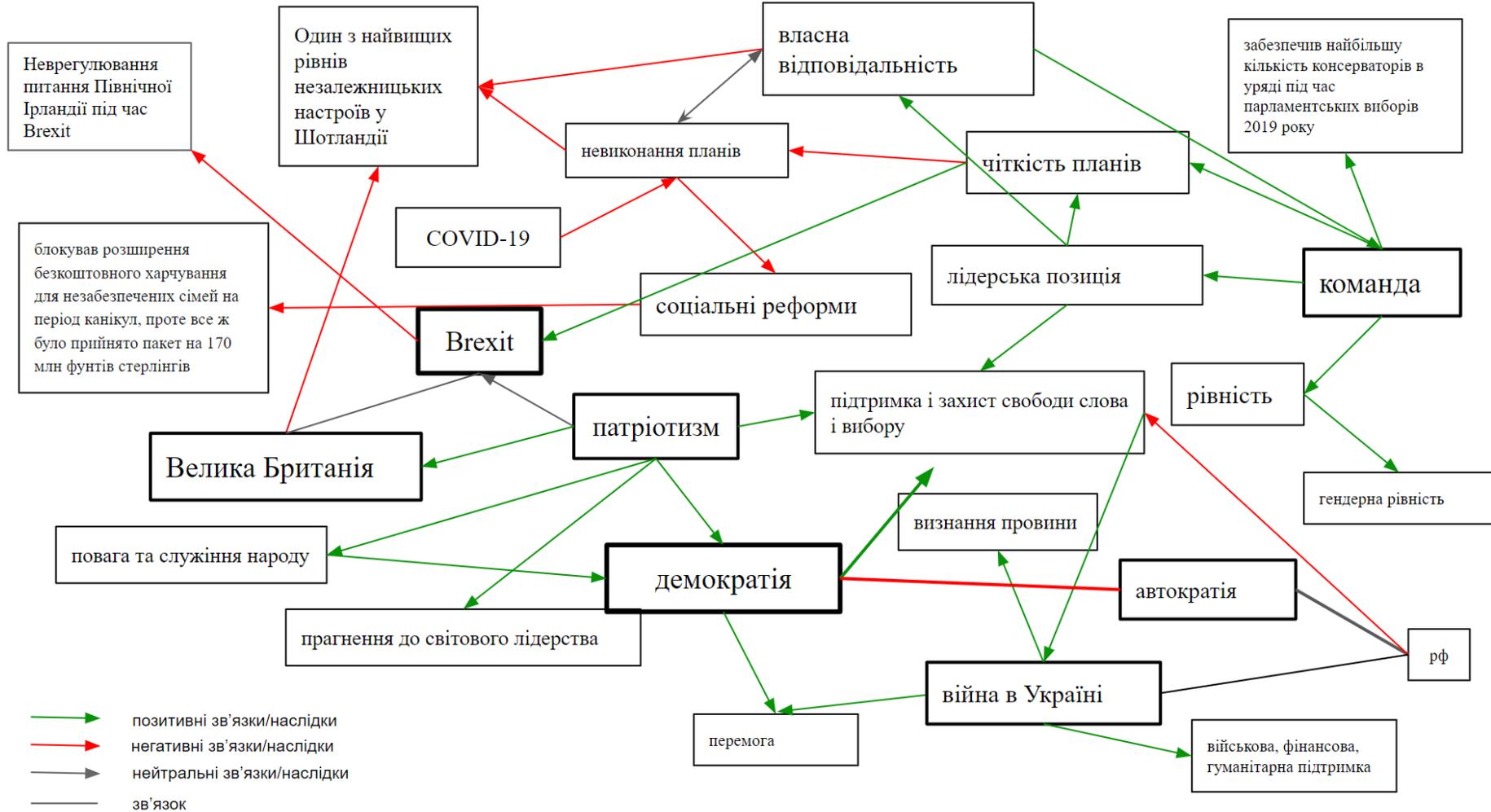


Когнітивна карта Бориса Джонсона



Аналіз когнітивної карти

Аналіз був проведений на основі трьох промов прем'єр міністра Великобританії Бориса Джонсона:

- [Boris Johnson's first speech as Prime Minister | FULL SPEECH - BBC](#) транскрипт 1
- [Boris Johnson says sorry after attending No 10 party during lockdown](#) транскрипт 2
- [Boris Johnson: Ukraine will win war and 'be free'](#) транскрипт 3

Аналіз когнітивної карти показує, що для прем'єр-міністра Великобританії Бориса Джонсона найважливішими і такими, що обговорюються найчастіше є теми демократії і свободи людей в усіх її проявленнях, що є прямим протиставленням “автократії”, наратив якої наявний у його промовах щодо війни росії в Україні. Неодноразово він наголошував на цьому пункті, також згадуючи про свою роль слуги народу Великої Британії. Характерним для Джонсона є патріотизм, прагнення провідної ролі у світі для своєї держави. У першій промові в якості прем'єр-міністра Джонсон наголосив на Об'єднаному Сполученому Королівстві, проте націоналістичні настрої у Шотландії і Північній Ірландії показують, що мета не була досягнута. Борис Джонсон у промовах показує лідерську позицію, що знаходить відображення у чіткості поставлених планів, проте які через пандемію коронавірусу не були реалізовані. Загалом прем'єр-міністр Великобританії часто говорить про суспільство і соціальні реформи, але на противагу мав скандал із Маркусом Рашфордом щодо безкоштовних шкільних обідів, забезпечення яких Борис Джонсон блокував. Як лідер, Джонсон вмів брати на себе відповідальність за власні дії та вчинки і визнавати провину. Незважаючи на лідерські якості, роль команди помітна через вживання слова “ми”. Також варто відмітити, що гендерна рівність і рівність загалом є важливим пунктом у промовах Джонсона, який підкреслює різноманітність у власній команді і в цілому в суспільстві. Із темою демократії також варто згадати про Україну. Як вже було згадано, наявний основний наратив - протиставлення демократії та автократії. Також третя промова є прикладом вміння визнавати помилки, лідерської позиції та патріотизму, що знаходить втілення в нагадуванні представником якої країни він є. Вміння чітко скласти план і слідкувати за ним уособлюється в допомозі Україні - військовій, фінансовій та гуманітарній

1. Boris Johnson repeated his commitment to lead the UK out of the European Union by 31 October in his first speech as Prime Minister.

[Boris Johnson's first speech as Prime Minister | FULL SPEECH - BBC](#)

[транскрипт 1](#)

Good afternoon,

I have just been to see Her Majesty the Queen, who has invited me to form a government and I have accepted. I pay tribute to the fortitude and patience of my predecessor and her deep sense of public service.

But in spite of all her public efforts it has become clear that there are pessimists at home and abroad who think after three years of indecision that this country has become a prisoner to the old arguments of 2016.

And in this home of **democracy** we are incapable of honouring a **democratic** mandate. And so, I am standing before you today to tell you, the British people, that those critics are wrong. The doubters, the doomsters, the gloomsters are going to get it wrong again.

The people who bet against Britain are going to lose their shirts because we are going to restore trust in our democracy, and we are going to fulfil the repeated promises of Parliament to the people and come out of the EU on October 31st. No ifs or buts.

And we will do a new deal.

A better deal, that will maximise the opportunities of Brexit while allowing us to develop a new and exciting partnership with the rest of Europe based on free-trade and mutual support. I have every confidence that in 99 days' time we will have cracked it.

"20,000 new police"

But do you know what? We are not going to wait 99 days. Because the British people have had enough of waiting. The time has come to act. To take decisions. To give strong leadership and to change this country for the better.

And though the Queen has just honoured me with this extraordinary office of state, my job is to serve you, the people.

Because if there is one point us politicians need to remember, it is that the people are our bosses.

My job is to make your streets safer, and we are going to begin with another 20,000 police on the streets and we will start recruiting forthwith.

My job is to make sure you don't have to wait three weeks to see your GP, and we start this week with 20 new hospital upgrades and ensuring that the money for the NHS really does get to the frontline.

My job is to protect you or your parents, or grandparents from the fear of having to sell your home to pay for the costs of care. And so I am announcing now, on the steps of Downing Street, that we will fix the crisis in social care once and for all with a clear plan we have prepared, to give every older person the dignity and security they deserve.

My job is to make sure your kids get a superb education wherever they are in the country and that is why we have already announced we are going to level up per pupil funding in primary and secondary schools, and that is the work that begins immediately behind that black door.

And while today *I am building* a great team of men and women, I will take personal responsibility for the change I want to see.

Never mind the backstop, the buck stops here.

"Awesome foursome"

And I will tell you something else about *my job*, it is to be Prime Minister of the whole United Kingdom.

And that means uniting our country, answering at last the plea of the forgotten people and left behind towns, by physically and literally renewing the ties that bind us together, so that with safer streets and better education, and fantastic new road and rail infrastructure and full fibre broadband, we level up across Britain with *higher wages, higher living wage, higher* productivity, we close the opportunity gap giving millions of young people the chance to own their own home and giving business the confidence to invest across the UK.

Because it is time we unleashed the productive power. Not just of London and the South-East, but of every corner of England, Scotland, Wales and Northern Ireland. The awesome foursome that are incarnated in that red, white and blue flag.

Who together are so much more than the sum of their parts, and whose brand and political personality is admired and even loved around the world, for our inventiveness, for our humour, for our universities, our scientists, our armed forces, our diplomacy. - уклін тому, хто писав.

For the equalities on which we insist, whether race or gender or LGBT or the right of every girl in the world to 12 years of quality education, and for the values we stand for around the world.

Everyone knows the values that flag represents. It stands for *freedom and free speech and habeus corpus and the rule of law*. Above all it stands for **democracy**.

That is why *we will come out the EU* on 31 October, because in the end Brexit was a fundamental decision by the British people, that they wanted their laws made by people they can elect, and they can remove from office. And **we** must now respect that decision.

And create a new partnership with our European friends, as warm, as close and as affectionate as possible.

"Anti-democratic backstop"

And the first step is to repeat unequivocally, **our** guarantee to the three million EU nationals living and working among us. And I say directly to you, thank you. Thank you for your contribution to **our** society, thank you for your patience. And I can assure you that under this government you will have the absolute certainty of the right to live and remain.

And I say next, to **our** friends in Ireland and in Brussels and around the EU, I am convinced **we** can do a deal without checks at the Irish border, because **we** refuse under any circumstances to have such check and yet without that **anti-democratic** backstop.

And of course, it is vital that **we** prepare for the remote possibility that Brussels refuses any further to negotiate, and **we** are forced to come out with no-deal. Not because **we** want that outcome, of course not. But because it is only common sense to prepare.

And let me stress that there is a vital sense in which those preparations cannot be wasted and that is because under any circumstances **we** will need to get ready. At some point in the near future, to come out of the EU customs union and regulatory control. Fully determined at last to take advantage of Brexit, because that is the course on which this course is now set, with high hopes and growing confidence **we** will now accelerate the work of getting ready.

And the ports will be ready and the banks will be ready, and the factories will be ready, and business will be ready, and the hospitals will be ready, and **our** amazing food and farming sectors will be ready and waiting to continue selling evermore, not just here but around the world.

And don't forget, that in the event of a no-deal outcome, **we** will have that extra lubrication of the £39bn. And whatever deal **we** do, we will prepare this Autumn for an economic package to boost British business and to lengthen this country's lead as the number one destination in this continent for overseas investment.

"Do not underestimate our powers"

And to all those who continue to prophesise disaster, I say yes there will be difficulties though I believe that with energy and application they will be far less serious than some have claimed, but if there is one thing that has really sapped the confidence of business over the last 3 years, it is not the decisions we have taken, it is **our** refusal to take decisions.

And to those who say we cannot be ready, I say do not underestimate this country.

Do not underestimate **our** powers of organisation and **our** determination, because **we** know the enormous strengths of this economy in life science, in tech, in academia, in music, the arts, culture, the financial services.

It is here in Britain where **we** are using gene therapy for the first time to treat the most common form of blindness. Here in Britain **we** are leaving the world in battery technology which will help cut Co2 and tackle climate change and produce green jobs for the next generation.

And as **we** prepare for a post-Brexit future, it is time **we** look not at the risks, but at the opportunities that are upon **us**.

So, *let us* begin work *now* to create free ports that will drive growth and thousands of high skill jobs in left behind areas.

"Generous in temper and engaged with the world"

Let's start now to liberate the UK's extraordinary bio-science sector from anti-genetic modification rules. And *let's develop* the blight resistant crops that will feed the world. *Let's get going now* on **our** own position, navigation and timing satellite and earth observation systems. UK assets, orbiting in space with all the long-term strategic and commercial benefits for this country.

Let's change the tax rules to provide extra incentives to invest in capital and research. And *let's promote* the welfare of animals that has always been to the hearts of the British people. And yes, *let's start now* on those free trade deals, because it is free trade that has done more than anything else to lift billions out of poverty.

All this and more **we** can do now, and only now. At this extraordinary moment in **our** history. And after three years of unfounded self-doubt it is time to change the record. To recover **our** natural and historic role as an enterprising, outward looking and truly global Britain. Generous in temper and engaged with the world.

No one in the last few centuries has succeeded in betting against the pluck and nerve and ambition of this country. They will not succeed today. **We**, in this government, will work flat out to give this country the leadership it deserves, and that work begins now.

2. Boris Johnson has apologised for attending a "bring your own booze" party in Downing Street during the first Covid lockdown.

[Boris Johnson says sorry after attending No 10 party during lockdown](#)

[транскрипт 2](#)

Mr Speaker, I want to apologise. I know that **millions of people across this country** have made extraordinary sacrifices over the last 18 months.

I know the anguish that **they** have been through - unable to mourn their relatives, unable to live their lives as they want, or do the things they love. And I know the rage **they** feel with me and with the government I lead, when they think that in Downing Street itself the rules are not being properly followed by the people who make the rules.

And though I cannot anticipate the conclusions of the current inquiry, I have learned enough to know there were things **we** simply did not get right and I must take responsibility.

No 10 is a big department with the garden as an extension of the office - which has been in constant use because of the role of fresh air in stopping the virus.

And when I went into that garden just after six on the 20th of May 2020, to thank groups of staff before going back into my office 25 minutes later to continue working, I believed implicitly that this was a work event.

But, Mr Speaker, with hindsight *I should have sent* everyone back inside, *I should have found* some other way to thank them, and *I should have recognised* that even if it could be said technically to fall within the guidance, there would be **millions and millions of people** who simply would not see it that way.

People who suffered terribly, **people** who were forbidden from meeting loved ones at all, inside or outside.

And to **them and to this House** [of Commons], I offer my heartfelt apologies.

And all I ask is that Sue Gray be allowed to complete her inquiry into that day and several others, so that the full facts can be established. And I will of course come back to this House and make a statement.

3. Boris Johnson says Ukraine will win war and 'be free'

[Boris Johnson: Ukraine will win war and 'be free'](#) [транскрипт 3](#)

President Zelenskyy, Mr Chairman, members of the Verkhovna Rada

It is a big honour for me to address you at this crucial moment in history, and I salute the courage with which you are meeting, the way you have continued to meet, in spite of a barbaric onslaught on your freedoms

Day after day missiles and bombs continue to rain on the innocent people of Ukraine. In the south and the east of your wonderful country, **Putin** continues with his grotesque and illegal

campaign to take and hold Ukrainian soil. And his soldiers no longer have the excuse of *not knowing what they are doing*.

They are committing *war crimes*, and their atrocities emerge wherever they are forced to retreat – as we've seen at Bucha, at Irpin at Hostomel and many other places

We in the UK will do whatever we can to hold them to account for these war crimes, and in this moment of uncertainty, of continuing fear and doubt

I have one message for you today: Ukraine will win, Ukraine will be free

And I tell you why I believe you will succeed, members of the Rada

When they came to me last year, and they said that the evidence was now overwhelming that Putin was planning an invasion, and we could see his Battalion Tactical Groups – well over 100 of them – gathering on the border

I also, I remember a sense of horror but also of puzzlement. Because I had been to Kyiv on previous visits - and I actually met some of you and I had stood in the Maidan and seen the tributes to those who had given their lives to protect Ukraine against Russian aggression

and I've wandered the lovely streets of your capital

and I've seen enough about Ukrainian freedom to know that the Kremlin was making a fundamental miscalculation, a terrible mistake,

and I told anyone I knew, anyone who would listen that *Ukraine would fight and Ukraine would be right*,

and yet there were some who believed the Kremlin propaganda that Russian armour would be like an irresistible force going like a knife through butter, and that Kyiv would fall within days.

Do you remember they said that? And people rang Volodymyr and offered him safe passage out of the country, and he said – no thanks, and that this Rada of yours would have to be reformed outside Ukraine maybe in Poland or even in London perhaps, and I refused to believe it.

And today ***you have proved them completely wrong***, every one of those military experts who said Ukraine would fall.

Your farmers kidnapped Russian tanks with their tractors. Your pensioners told Russian soldiers to hop as we say, although they may have used more colorful language. Even in the parts of Ukraine that were temporarily captured, your populations, your indomitable populations turned out to protest, day after day. And though your soldiers were always outnumbered – three to one it is now - they fought with the energy and courage of lions.

You have beaten them back from Kyiv. You have exploded the myth of Putin's invincibility and you have written one of the most glorious chapters in military history and in the life of your country. The so-called irresistible force of Putin's war machine has broken on the immovable object of Ukrainian patriotism and love of country. This is Ukraine's finest hour, that will be remembered and recounted for generations to come.

Your children and grandchildren will say that Ukrainians taught the world that the brute force of an aggressor counts for nothing against the moral force of a people determined to be free.

They will say that Ukrainians proved by their tenacity and sacrifice that tanks and guns cannot suppress a nation fighting for its independence, and that is why I believe that Ukraine will win.

You have proved the old saying – it's not the size of the dog in the fight, it's the size of the fight in the dog – which is an old English saying, I'm not sure how well that translates in Ukrainian but you get what I'm trying to say.

And as you turned the Russian army back from the gates of Kyiv, you not only accomplished the greatest feat of arms of the 21st century, you achieved something deeper and perhaps equally significant. You exposed Putin's historic folly, the gigantic error that only an autocrat can make. Because when a leader rules by fear, rigs elections, jails critics, refuses to have free media, and listens just to sycophants, when there is no limit on his power = that is when he makes catastrophic mistakes.

And it is precisely because we understand this danger in Britain and in Ukraine – precisely because we are democracies, and because we have a free media, the rule of law, free elections and robust parliaments, such as your own, we know that these are the best protections against the perils of arbitrary power.

When an autocrat deliberately destroys these institutions, he might look as though he is strong and some people might even believe it, but he is sowing the seeds of catastrophe, for himself and for his country, because there will be nothing to prevent him committing another terrible

mistake Putin's mistake was to invade Ukraine, and the carcasses of Russian armour littering your fields and streets are monuments not only to his folly, but to the dangers of autocracy itself. What he has done is an advertisement for democracy.

On a day when Putin thought he would be in charge of Kyiv, I had the honour of being able to visit your wonderful city, and I saw the defiance of the people of Ukraine,

I know so much about the terrible price that Ukrainians have paid and are paying for your heroism. Today, at least one Ukrainian in every four has been driven from their homes, and it is a horrifying fact that two thirds of all Ukrainian children are now refugees, whether inside the country or elsewhere.

So no outsider like me can speak lightly about how the conflict could be settled, if only Ukraine would relinquish this or that piece or territory or we find some compromise for Vladimir Putin.

We know what happens to the people left in the clutches of this invader. And we who are your friends must be humble about what happened in in 2014, because Ukraine was invaded before for the first time, when Crimea was taken from Ukraine and the war in the Donbas began

The truth is that **we were too slow** to grasp what was really happening and we collectively failed to impose the sanctions then that we should have put on Vladimir Putin.

We cannot make the same mistake again. And it is precisely because of your valour your courage your sacrifice that Ukrainians now control your own destiny: you are the masters of your fate, and no-one can or should impose anything on Ukrainians.

We in the UK will be guided by you and we are proud to be your friends,

I am proud to say our Ambassador, Melinda Simmons, is back in Kyiv to reopen our embassy.

In January of course— just before Putin launched his onslaught - we sent you planeloads of anti-tank missiles, the NLAWS which I think have become popular in Kyiv, and we have intensified that vital effort, working with dozens of countries, helping to coordinate this ever-bigger supply line, dispatching thousands of weapons of many kinds, including tanks now and armoured vehicles.

In the coming weeks, we in the UK will send you Brimstone anti-ship missiles and Stormer anti-aircraft systems. We are providing armoured vehicles to evacuate civilians from areas under attack and protect officials – what Volodymyr mentioned to me in our most recent call - while they maintain critical infrastructure.

And I can announce today from the UK government a new package of support totalling £300 million, including radars to pinpoint the artillery bombarding your cities, heavy lift drones to supply your forces, and thousands of night vision devices. We will carry on supplying Ukraine, alongside your other friends, with weapons, funding and humanitarian aid, until we have achieved our long-term goal, which must be so to fortify Ukraine that no-one will ever dare to attack you again.

Here in the UK, in my country, you will see Ukrainian flags flying from church spires and in shop windows. You see Ukrainian ribbons on the lapels of people up and down the country. There are many reasons your country has evoked such astonishing sympathy in the British people

It is a conflict that has no moral ambiguities or no grey areas. This is about the right of Ukrainians to protect themselves against Putin's violent and murderous aggression. It is about Ukraine's right to independence and national self-determination, against Putin's *deranged imperialist* revanchism

It is about Ukrainian **democracy** against Putin's **tyranny**. It is about **freedom** versus oppression. It is about **right** versus wrong. It is about good versus evil. And that is why Ukraine must win

And when we look at the heroism of the Ukrainian people and the bravery of your leader Volodymyr Zelenskyy - we know that Ukraine will win. And we in the UK will do everything we can to restore a free sovereign and independent Ukraine

Thank you all very much for listening to me today, and slava Ukraini!