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*The Art and Relevance of Impactful Language*

Language is a living organism, so with a change in society, language changes too. Under the influence of external circumstances, language evolves, becomes pervaded by newly coined words, older words are replaced by new ones, while these become part of people's lives and cultural environment.

Theatre has always been a hub of language and culture, and the stage has been a space for expressing not merely the ideas of literary works, but also the beauty of language and the power of the word. For instance, in medieval England, many people were illiterate and by watching plays based on Shakespeare's dramas, they were able to get acquainted with literary works and, at the same time, enrich their vocabulary. The theatre served as a tool for the dissemination of language, and the words uttered on the stage gradually blended into the people's everyday speech. Gustaw Holoubek said that "it is not the theater that has to adopt the language of the street, but the street must know that the canon of its mother tongue is in the theater."

Speech uttered on the stage has a magical effect on the listener, that is why the skills of the stage language are vital for the actor. These skills are primarily acquired in a theatre school. Actors who possess such skills are able to convey the meaning and power of the word to the listener.

Nowadays, many theatre students have a passive articulatory system and passive speech organs; young actors speak fast, swallowing the endings of words. The actors of the younger generation fail to stay focused for a longer time, they stutter, do not have enough perspective and ability to follow the text. We should pay attention to the fact that the language used in the performances by young theatre directors is often quite poor; these directors lack knowledge and the ability to think so they could process dramaturgical material and articulate their idea clearly. Most commonly, it is not the director who guides the dramaturgy, but it is the dramaturgy that guides the director. The problems arising for the teaching staff of theatre schools are the consequences of the fast-paced life of a consumer society, rapid consumption, and excessive virtual space.

Students at any theatre school must be able to understand and explore the structure and meaning of the word; and for the word to become resonant, influential and meaningful, we need stage speech as a discipline and its adaptation for new forms of theatre. Supported by their educators, theatre students must realise the significance of stage language for professional activities. Stage language skills and their application are the main conditions for preserving a lively, impactful and sophisticated language.

Why do we miss good, impactful language in today's staged performances? Here, I see three problems: the first is sociocultural, the second is theatre- and aesthetics-based; the third one is related to pedagogy and psychology. Maybe, the success formula for impactful language is ***I listen, I hear, I answer. I look, I see, I act?***