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**PSYCHOLINGUISTIC PECULIARITIES OF SPEECH MANIPULATION**  
**IN MODERN ENGLISH DIALOGICAL DISCOURSE**

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**МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ**  
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## INTRODUCTION

Speech manipulation has become a separate subject of linguistics not so long ago, therefore, despite the popularity of the topic in our time, its apparatus has not yet fully developed: including, at the moment, there is no clear classification of all methods of manipulation.

In a broad sense, speech influence is understood as speech communication, taken in the aspect of its purposefulness and motivational conditioning. It can be said that speech manipulation is a speech effect directed at an implicit, hidden motivation of a person to perform certain actions; as a hidden introduction into the minds of other people of desires, relationships, attitudes that serve the interests of the sender of the message, which do not necessarily coincide with the interests of the addressee. That is, the purpose of speech manipulation is to persuade the manipulated person to accept certain statements as true without taking into account all the arguments. In this way, manipulation is a linguistic term with great creative potential that can be found in all socially significant spheres of human life.

Most of the works analyze certain manipulative technologies, strategies and tactics, and propose methods of psychological defence against this kind of influence. Very often these works are based on a specific discourse as a source of examples of manipulative actions. For example, in politics, manipulation is interpreted as an impact on public opinion and people's behaviour in the direction necessary for a certain power or social structure, an impact aimed at introducing certain attitudes, stereotypes, exploiting prejudices of various plans and based on unconscious perceptions. The study of the mechanisms of speech influence in the media also remains in demand in linguistics.

The time and resources of the study do not allow us to study the mechanisms of manipulation in all discourses of modern English simultaneously. However, we will mainly focus on political media discourse, which predisposes to the most frequent use of linguistic influence on the public. Also, in the theoretical study, we

will give examples not only taken in the media, but also in the kinematograph and art publications.

**The topicality** of the research is predetermined by the fact that manipulation is realized in communicative discourse and should be investigated in speech. The process of manipulation is provided with various means of verbal and non-verbal nature.

The work is based on **the hypothesis** that there are speech techniques for manipulating information, the use of which allows you to control public opinion and weaken critical thinking about the information received.

**The aim** of the research is to investigate the speech manipulation from the point of view of its realisation in speech, to highlight its nominative and pragmatic aspects in ME discourse.

The aim mentioned above envisages the fulfilment of the following **tasks** of the research:

- To analyze the works of different scholars on the chosen topic;
- To provide the notion of “speech manipulation”;
- To identify the place of the speech manipulation among the other speech acts;
- To analyse the phenomenon of manipulation in the respect of its changeability in modern English discourse;
- To provide analysis of the realisation of manipulation in the pragmatic aspect;
- To identify the place of speech manipulation in linguistics and its components;
- To analyse the communicative mechanism of manipulative elements;
- To outline verbal and non-verbal means of realisation of manipulation in speech.
- to demonstrate the specifics of manipulating information in modern English discourse.

- to identify typical techniques and means of manipulating information on the basis of examples in order to characterize and systematize them.

**The object** of the research – speech manipulation in ME.

**The subject** of the research – psycholinguistic features of speech manipulation in ME discourse.

**The novelty** of the course paper is derived from the fact of systemised data related to the phenomenon of manipulation.

**The theoretical value** of the investigation lies in the fact that the obtained data will contribute to further investigation of speech manipulation.

**The practical value** lies in the possibility to use the paper data during seminars or lectures in theoretical grammar. The examined methodology to describe the psycholinguistic properties of speech manipulation in modern English discourse can serve as a basis for the study of how to define manipulative tactics and protect yourself against verbal influence.

Accordingly, to fulfil the tasks we applied the following theoretical and practical **methods** of research:

- Inductive method (to accumulate and systemise the data) that helps to point out the direction of the research from the accumulation of language material to its systematization;
- Deductive method (to confirm the hypothesis with the obtained data) as a general theoretical method to confirm the accepted hypothesis with the help of the obtained data;
- Theoretical method (to analyse literature on the matter) of the reference literature according to the chosen topic;
- Discourse analysis (to analyse the communicative situations).
- Descriptive method to characterize and estimate the linguistic facts.

The theoretical basis for the paper is the works of O. Pocheptsov, E. Dotsenko, E. Zvyagintsev, E. Tarasov, G. Pocheptsov and others. E.

The course paper consists of the introduction, two chapters, conclusions to each of them, general conclusions, résumé, bibliography.

**The Introduction** provides a short survey of theoretical assumptions, the choice of the topic, the main aim and tasks of the research, theoretical contribution and practical value of the investigation.

**Chapter One “Theoretical footing to manipulation in Modern English discourse”** focuses on the investigation of defining the phenomenon of discourse and its analysis, the concept of speech manipulation in psycholinguistics, its components and their relation in the communicative mechanism. Speech manipulation is analysed from the point of view of rhetoric, pragmatics. The first chapter consists of various approaches to examine manipulation and its classifications.

**Chapter Two “Psycholinguistic properties of manipulation in Modern English discourse”** is concentrated on different linguistic means of realization of manipulative tactics and strategies to persuade people on the basis of examples. The chapter researches what linguistics and psychological properties are resorted to in verbal and nonverbal means of influence and how they affect the cognitive process.

**General conclusions** summarize the accomplishments of the research and provide the most important theoretical and practical conclusions towards the finding data.

# **CHAPTER ONE**

## **THE THEORETICAL FOOTING TO MANIPULATION IN MODERN DISCOURSE**

### **1.1. The notion of discourse**

Language studies presuppose some way of focusing on such abstract notions as 'communication', 'speech', 'social norms', 'message', 'culture', that constitute integral parts of a complex phenomenon known as discourse. The concept does not stand for one meaning offering several definitions based on various contexts. Moreover, the insight of the term varies in different academic cultures. In the German context, researchers distinguish "text" from "discourse," while in the English tradition, "discourse" is applied for both written and oral texts (Zienkowski et al., 2011, p. 51). Prevalent use of the term refers to a form of language, taking into account oral speech, concrete examples of public speech, and a way of speaking belonged to a media man. However, this theoretical description does not encompass the broad sense of what discourse means.

Brown and Yule (1983) adhere to the statement that "discourse is usually defined as language beyond the sentence" (p. 142). This designation of the term considers speech and written texts as objects of the analysis regarding functions and forms of language in use. Another interpretation of the notion concerning the functional aspect is a communicative event (Teun A. van Dijk, 1997, p. 160). It is characterised by the purpose of exchanging information in daily meetings, phone calls, reading newspapers, watching Internet vlogs. Since language serves as a means of communication, whereas people can convey their ideas and thoughts, it involves interaction as a social function (Halliday & Matthiessen, 2014, p.25). Thus, a particular case of a language use implies a sort of action that the participants of the communicative event perform. Based on the foregoing, in our research, we consider that the discourse relies on three keystone characteristics: language use, verbal interaction, and acquiring knowledge.



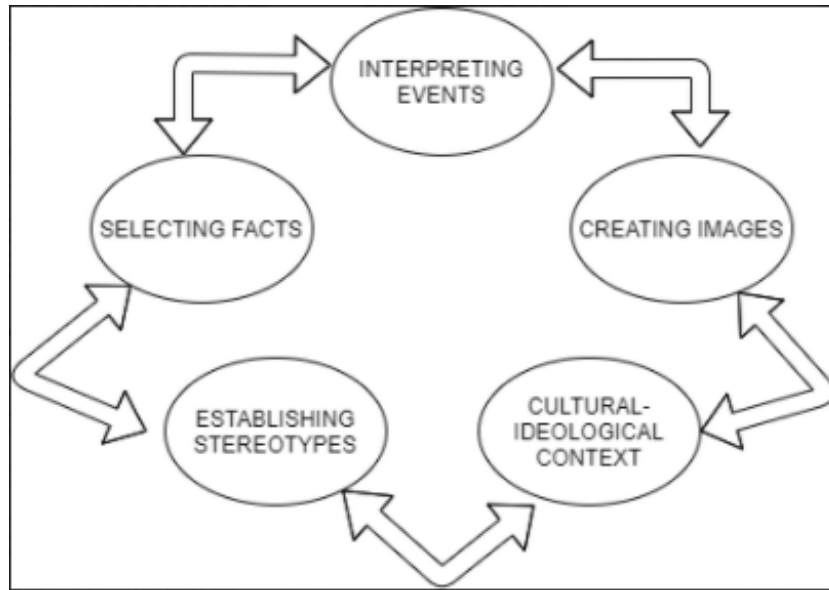
Circumstances play a decisive role in the notion of discourse determining its social factor. In this case, speech and writing function as forms of social interaction. "Describing discourse as social practice implies a dialectical relationship between a particular discursive event and the situation(s), institution(s), and social structures(s), which frame it. To put the same point in a different way, discourse is socially constitutive as well as socially shaped" (Fairclough & Wodak 1997, p. 259). Society imposes some conditions and rules aimed at not only affecting the relationship between people but establishing a framework for felicitous communication. Since discourse is a "social consequential", it is inextricably linked with **ideological effect**.

**Mass media** techniques are associated with a critical tool to render messages and construct public opinion. Even though media discourse has been always used in manipulative goals, globalization and acceleration of technology have reinforced the power of broadcasting. While most of the viewers are likely to watch entertainment programs on TV, advertisement and political propaganda being usually free are of interest to the people who want to persuade other minds. Correspondingly, owners and managers of the media corporations encounter different requests affecting on creating content. All information which occurs in the discourse serves for various reasons to fulfil the demands of some groups.

**News discourse** occupies a dominant place in media discourse. The need to discover something new gives an impetus not only to highlighting potentially intriguing events but promoting ideological media-interpretation. Dobrosclonskay's description of the informational mechanism illustrates how newsmakers manage to capture the audience's interest. The model comprises five elements mutually affecting each other: **selecting facts**, interpreting events, creating images, establishing stereotypes, and cultural-ideological context (Dobroklonskaya, 2008, p. 107). We consider this model as a precursor to the manipulation mechanism that includes basic strategies to impact the cognitive process.

## **Table 1**

### *Dobrosclonskay's Model of the Informational Mechanism*



The first component stands for one of the most powerful tools to set an agenda. The means allow focusing on ideologically correct things while keeping silence on unacceptable situations. Such a strategy cleverly emphasises what should be taken into account. In this case, an addressee is deprived of a holistic view unconsciously producing imposed opinion as theirs. Regrettable Floyd's precedent triggered protests against police brutality and the BLM movement can serve as an exemplary instance. However, some journalists' sources of information do not mention facts discrediting one of the parties to please most of the people.

The decisive role in sharing information belongs to **interpreting events**. This technique gives an opportunity to construe a situation building on the result. Apparently, derogation from reality depends on a journalist's attitude and biases. Loose interpretation is often applied to cover a conflict involving different perspectives. Moreover, each source adheres to certain regulations corresponding to internal company policy.

**Creating evocative images** promotes an understanding of the information and increases involvement in the issue. Either positive or negative ideas not only resonate with the public and capture the interest but predetermine the right reaction. Mentioning "demonstrators" or "protesters" journalists implicitly describe a gathering as "peaceful" while "looters" immediately evokes a negative context about people.

**Establishing stereotypes** presupposes an oversimplified process of press coverage. It leads to an emotional and evaluative understanding of the subject and one-side approach to the solution.

The advertisement also fills a significant niche in the communication medium. Nevertheless, the notion should be considered not only from a business perspective as a commercial project but as a sociocultural phenomenon in mass media. The discourse allows investigating various manipulative means on language levels.

Techniques of persuasion are intrinsic to language ideologies. Both ideology and manipulation are considered as interrelated with each other. Inducement serves as an ideological tool to convince people while daily communication is predetermined by ideology. Essential socio-cultural domains including inherited and learned values, behavioural common patterns, beliefs constitute a person's identity and impact on the communication (Blommaert & Verschueren 1992, p. 362). Even though verbal influence strategies concealed by conversational acts are ubiquitous on a daily basis, manipulative methods involving the use of language are the most prevalent in political discourse.

Apparently, the definition of **political discourse** is equivocal. Numerous research devoted to the discourse demonstrates overlapping two areas: linguistics and political science. Nevertheless, political dialogue most commonly refers to written statements and oral speech distinguished by established norms and rules. The research products are highly associated with representatives of the system - politicians. On the other hand, the legislative sphere implies activities of both professional and nonprofessional statements defining the discourse. Since politics affects each component of life, people from different occupations and strata participate in legislation (Verba, et al., 1993, pp. 303-318). Thus, the term is limited nor by a group of people involved in the discourse neither practices that can be examined.

**Mass media discourse** remains an integral component reinforcing aims and tasks defined by politicians. Regarding the development of modern technologies officials cannot rely on direct engagement with an audience. Consequently, media

professionals function as mediators between politicians and their constituents shaping general consensus on the present political situation. The idea of neutrality and objectivity being followed by journalists cannot exist in the political context aimed to impose certain ideas and influence vast segments of the population. **The political discourse of mass media** presupposes an impact on others' perception of the world to exercise the power (Balkar 1987, p. 91). The interdependence and interrelated nature of both discourses necessitate avoiding clarity in their division. Political discourse designates politicians' actions and declares, mass media broadcasts, news reports while the political discourse of mass media includes media transferring politicians' statements.

The inter-discourse possesses a peculiarity distinguishing it from other types. The classical model (Jacobson's) of communication including two parties (the addresser standing for a politician, the addressee standing for a civilian) is completely modified by the third party represented by media workers. The mediator not only receives the information from the authoritative but sends back having interpreted declarations.

**Table 2**

*The Model of Communication in the Political Discourse of Mass Media*



A three-dimensional model of communication has already been applied to other discourses implying three kinds of addressee - fictional, hypothetical, and real ones. (Vorobyova, 1993, p. 139). The fictional addressee means a certain image created by the addresser. In this case, statesmen imagine their perfect electorate that will vote for them. The hypothetical addressee is an image that serves as a target of the speech. In other words, this type serves as a facilitator between the power and people. While the fictional addressee is expressed explicitly, the hypothetical one — implicitly. Accordingly, the real addressee implies a group of people who represents the constituency.

Obviously, the correlation between society and the discourse designates both linguistic and social approaches aimed to investigate the complex relation (Wodak 2006, p.181). Critical discourse analysis (CDA) being an interdisciplinary approach to analyse communication in socio-cultural areas regards language as a form of social practice. Ruth Wodak, Pierre Bordieu, Gunther Kress, Roger Fowler have contributed to examining the issue. CDA demonstrates how non-linguistic and linguistic practices constitute one another. Norman Fairclough (1995) applied a three-dimensional approach to study discourse focusing on scoping language texts, the process of text production and discursive events. The framework refers to three levels covering profound analysis of the text from the linguistic point of view, institutions and target audience concerning the text, and macro-events or social changes affecting the text production. In his turn, Teun A. van Dijk's attitude relies on linguistic, social, and cognitive theories (2004).

Within discourse analysis, linguists examine cooperation between the listener and the speaker. Their conversation entails that the role of the participants is preserved in order to reach a common understanding. In an ideal situation, both sides should comply with principles of respect and tolerance. Thus, the participants can avoid speech overlapping if they are aware of a completion point indicating someone's turn to speak. In communicative practice, there are socially accepted marks to complete thoughts: asking a question, reacting to a question with a complete sentence, pausing, using a particular intonation. Since the means described above serve as societal conventions to provide successful communication, cooperation between the speaker and the hearer stands for the crucial principle. Thus, Grice (1975) emphasizes the importance of equal "conversational contribution" to information exchange. Based on this approach, he establishes four maxims, known as the "Gricean maxims."

**The Quantity maxim:** Make your contribution as informative as is required, but no more, or less, than is required.

**The Quality maxim:** Do not say that which you believe to be false or for which you lack adequate evidence.

**The Relation maxim:** Be relevant.

**The Manner maxim:** Be clear, brief, and orderly (pp. 33-37).

Nevertheless, some circumstances do not allow adhering to those maxims forcing to use expressions of uncertainty or hide implicit intentions. They should not be regarded as deceptive acts, considering these means are deeply ingrained in rhetoric while rhetorical speech is as efficient to reach an audience as a verbal influence. We consider that neglecting Gricean maxims seems to be an inevitable outcome leading to a manipulative act that germinates in the precursor of linguistics.

Theoretical understanding of voice communication is hardly possible in humanitarian knowledge without analysing retrospectives i.e., those concepts and attitudes developed by researchers who faced similar problems at different times in different social conditions. Perhaps, rhetoric implies the most considerable theoretical interest in the retrospective of communication.

Why is this linguistics branch so useful even though it is considered to be one of the most ancient? First of all, its methods are actively used in modernized political propaganda. Most of the studies conducted on political rhetoric traditionally have considered types, functions, and use of these linguistic devices.

Nevertheless, the constant change in the contexts of political rhetoric necessitates new research on the field. Current studies of rhetoric still draw inspiration from classical works. However, it is well recognized that the contexts and media are in many respects different from the classical period. Political oratory is typically mediated to distal audiences by textual or electronic means of communication often blurring the distinction between politics and entertainment,

First of all, there should be an attempt to provide some background knowledge of rhetoric as a science and its devices to persuade an audience toward someone's aims and beliefs.

It is possible to distinguish three main groups of definitions formulated during historically defined periods of the development of rhetoric.

**The first group**, which is conventionally termed **Greek**, deals with rhetoric as "*speech designed to persuade*". Plato attributes this definition to Georgios. In

Greek antiquity and later times, many philosophers and rhetoricians were treated as a focal phenomenon. The concept of persuasion had become its basis. A speech intended to convert the person who listens to their faith turns out to be the primary text that was represented by ancient Greek rhetoric (Aristotele).

**The second group of definitions**, related to a greater extent with the peculiarities of the **Roman civilization**, turns out to be extraordinarily authoritative and had been maintained until the Middle Ages. The most concise definition can be found in the *Institutio Oratoria* by Quintilian: "Rhetoric is the art of speaking well" or "...good man speaking well (*ars bene discendi*) (p. 343)." From this time on, rhetoric began its movement toward increased interest in the text's literary component (Cicero, Quintilian).

**The third definition** is characteristic of the **Middle Ages**. The initial period of the Renaissance treats rhetoric as the art of embellishing speech (*ars ornandi*).

Each of the listed historical definitions of rhetoric cannot be strictly attributed to a specific period of its development. These definitions only reflect the same object from different angles and are considered as a whole notion. The possibility of different views on rhetoric is explained primarily by the composition of the doctrine, which is an algorithm of speech activity. The antique canon gives such a division of rhetoric. Rhetorical training proper was categorized under five canons that would persist for centuries in academic circles: *inventio* (refinement of an argument), *dispositio* (organisation of arguments), *elocutio* (mastery of stylistic elements), *memoria* (recalling during the speech) and *actio* (a gracious and pleasing way to the audience).

The historical perspective allows outlining the most significant elements of rhetoric resorted in the political discourse of mass media. Five canons aimed at how to develop ideas and argumentations in a discussion stands for the object of consideration in the modern world; since the task of manipulation is to circumvent classical line of reasoning and to rely on more insidious and subtle forms to convince other people.

## 1. 2. Approaches to investigating manipulation

Manipulation is an umbrella term at the intersection of two fields concerning linguistics and psychology. Even though the term first appeared in the Roman Empire, the contemporary meaning of the notion does not overlap with the initial definition. Thus, **maniple** (Latin: manipulus) was a tactical unit of the Roman legion adopted during the Samnite Wars. Literally, the unit had an impact on the battlefield and presupposed some consequences of the army involvement. Later, the ordinary sense of the word was partially preserved in other definitions. According to the Oxford Dictionary, manipulation is an action of manipulating something in a skilful manner. Figuratively, **manipulation** is an action of manipulating someone in a bright or unscrupulous way. In this context, the word "manipulation" substituted the previously existing term *Machiavellianism* in the political dictionary (Agapova, 2016, p. 33).

We can outline at least two reasons for this replacement. There was a shift in the leading emphasis from the evaluative view to the technological approach to the given phenomenon. Secondly, the range of phenomena to which the term manipulation began to refer has expanded. It was not about the qualities of individual political leaders, but about the activities of entire institutions and government bodies. It is used concerning the mass media and political events aimed at programming opinions and leading population (Dotsenko, 1997, p. 44).

The transitional stage to the metaphor was the use of the term **manipulation** concerning the demonstration of tricks and card games in which skill is appreciated not only in the providence of false distracting techniques but also in concealing actual actions or intentions to create false impressions or illusion (Zemlyanova, 2004, p. 47).

Apparently, political discourse, as well as foul games, contributed to its distortion adversely affected the image of manipulation. Nevertheless, the phenomenon arose from eloquence and oratory regarding manipulation as one of the means to inform and convince an audience. Its multifunctioning does not allow researchers to outline the notion within one field.



Rigotti (2005) applies a psychological approach to defining the term suggesting that manipulation “twists the vision of the world in the mind of the addressee” because in the phenomenon “what is negative has to be somehow disguised as something positive”, and that manipulation has an explicit impact on the addressee's consciousness. (p. 68). He emphasizes on a hidden influence on a person against one's will ignoring one's desires and motives. In the same vein, Rudinow's definition of manipulation refers to the nature of the behaviour: “nature of his (manipulee) behavior and its relation to his goals and intentions will very often be obscure to an observer” (Rudinow, 1978, p. 346). The linguist analyses the phenomenon concerning psychological peculiarities of the concepts that reflect on the manipulee's conduct. Van Dijk (2006) notes the power of verbal influence employed to establish the authority: "Manipulation is one of the discursive social practices of dominant groups geared towards the reproduction of their power" (p.361). His statement refers to the earliest use of verbal influence emerged in rhetoric. Shuy points out, utilising language in a way which reflects favourably on oneself is expected in particular contexts, such as job interviews and political speeches. However, the boundary between what constitutes socially acceptable embellishment/ understatement and manipulation or deceit is not always made clear. In general, a modern man exists in an environment of constant speech manipulation exerted on him by other people.

Linguists suggest alternative definitions of manipulation among which the peculiarity of the phenomenon is the clandestine nature of persuasion. Manipulation is assessed by scientists as an impact that prompts a person to do something (communicate information, do an act, change his behaviour) unconsciously or against his own will, opinion, intention ( Sternin, 2001, p. 27).

Speech manipulation is a type of linguistic influence that is used for the hidden introduction into the recipient's psyche of goals, desires, intentions, relationships or attitudes that do not coincide with those that the addressee has at the moment (Bykova, 1999, p. 99). In most cases, the addressee is not aware of the act of

manipulation. Due to the aforementioned effect, the notion of manipulation has acquired a blurred negative connotation.

Even though in most definitions the clandestine nature of manipulation is related to negative persuasion, the phenomenon can have a positive effect not only on the sender but the receiver. K. Ph. Sedov (2011) differentiates nonproductive and productive manipulation. The first type exacerbates adverse feelings in contrast the second type characterises the positive influence of manipulee's mental state. There can be a compliment, encouragement, or implicit approval (pp.217-235).

Although, we do not regard the concept as a negative one. In our research, manipulation is considered as a neutral term applied to study the power of language influence from a scientific perspective. We adhere to the statement that the notion is characterised its multidimensional nature. Therefore, each of the definitions is presented from a particular perspective while the study of speech manipulation is conducted according to **linguistic, semiotic, and psychological approaches**.

The subject of the linguistic investigation is texts as products of the process of speech manipulation. Thereby in linguistics, the intermediate result of this process is described without making attempts to explain mechanisms of speech influence (Kyselova, 1978).

The notion of manipulation can be regarded according to three sources of information: manipulator position, victim position, and external observer position (Dotsenko, 1997, p. 43). Psychology as a science is highly related to studying human behaviour including DISC (Dominance, Influence, Steadiness, and Conscientiousness) assessment. The key principle of any decision is an effect that people can produce. That is why it is significant to outline the properties according to the psychological approach.

It has been already indicated that the concept of force cannot serve as a differentiating attribute; therefore the definition includes such **main criteria** that may lead to **the definition of manipulation** – 1) generic attribute; 2) attitude of the manipulator to another man as a means of achieving the goal; 3) the desire to get a

one-sided win; 4) latent impact; 5) use of psychological power; 6) prompting; 7) mastery of manipulative actions (Dotsenko, 1997, p. 57).

**Manipulation** is a kind of psychological influence; the skilful execution leads to a covered excitement in another person's intentions that do not coincide with its existing desires (Dotsenko, 1997, p. 58). Thus, the scientist asserts that the art of manipulation lies in concealing the whole process. Besides, the role of manipulator occupies the pivotal role in the mechanism.

A number of researches can be attributed to the **psychological approach**. In view of the fact that the process of communication is a complicated and versatile phenomenon, the psychological analysis includes studying the social relations in the structure of the reversed process, the psychological characteristic of the method of influence, and the ways of creating optimal conditions for the mass perception of the text.

If the speech manipulation analysis is carried out within the framework of linguistic and semiotic approaches, then in most cases, scientists deal with descriptive research of texts. Furthermore, if the analysis is carried out within the framework of the psychological approach, then, as a result, there is a study of the dependence of achievement of the final or one of the intermediate goals of the SM on one or another structural element of manipulation.

We discover purely linguistic analysis is not sufficient enough to observe the complicated mechanism of influence. Thus, the discipline which studies both linguistic and psychological aspects stands for psycholinguistics. The psycholinguistic approach in studying the mechanism of manipulation is successfully applied in various investigations. Sedivy J. (2014) discovers an inextricable link between psychology and language and suggests that the insights of these two areas deeply affect each other. According to this approach, a human realizes the communicative function of language in a speech via verbal and nonverbal communication.

Psycholinguistic properties emphasize the critical impact of the cognitive process on linguistic manipulation. Thus, people speaking different languages show

noticeable differences in ways of thinking, and their grammatical choice and aesthetic addictions largely reflect their mental variability. Linguistic manifestations and exposures of people with inconsistencies in lexical uses and syntactic applications shed enough light on the many ways they see and perceive the world (Boroditsky, 2017).

The psycholinguistic approach is preserved in Blakar's examination since the scientist states that "language is an instrument of social power" (p. 91). He suggests that language has an impact on people's minds due to its variability. Thus, there are six "instruments of the power". They are 1) choice of words and expressions; 2) creation of new words and expressions; 3) choice of grammatical form, choice of sequence; 5) usage of suprasegmental features; 6) the classification does not distinguish levels of language but focuses on the significance of choice. The approach demonstrates that even an objective statement correlates from someone's thought process.

Based on Navarsatyan's research, analysis of the material is the existence of typical manipulation techniques related to different levels of language and which are used in most mass media. In accordance with the types of information manipulation, these techniques were conditionally divided into three groups: 1) Speech techniques for distorting information; 2) Speech techniques for information selection; 3) Speech techniques of default information.

Verbal manipulation can be analysed on each level of language including graphic, phonetic, grammatical, and lexical levels. Linguists study how the act of manipulation is implemented through small units at each level. The most obvious method of **lexico-semantic** manipulation is probably to use words with emotional or cultural loading. Language is not free of values: the words we use are loaded with emotions and attitudes, some of which are positive, others negative. Anderson and Furberg call them 'plus words' and 'minus words' respectively.

Furthermore, Anderson and Furberg make a distinction between emotionally loaded words (bastard) and value-loaded words (lavish). Emotionally loaded words express linguistically how the sender actually feels someone or something but do

not explicitly state whose feeling is expressed. The statement “Bob is a bastard” might be interpreted as an irrefutable description of Bob not a description of the sender's feeling towards Bob. Value-loaded words, on the other hand, imply that a certain feeling or attitude is justified (Arnold, 1984).

Reah emphasises the power of words and word choice, as well as the importance of bearing this power in mind when reading a newspaper (Reah, 1998). Language is loaded, but the loading will depend on the nature of the culture or sub-culture in which the language exists. This notion refers to the use of phraseological allusions.

According to the Latvian linguist Naciscione (2010), ‘phraseological allusion is an implicit mental reference to the image of a phraseological unit which is represented in discourse by one or more explicit image-bearing components hinting at the image’(p. 19). The name of a dramatic event in history carries a full allusive force of the event itself. For example, we can read about the series of the so-called Colour Revolutions: the Orange Revolution in Ukraine, the Tulip Revolution in Kyrgyzstan, the Rose Revolution in Georgia, the Velvet Revolution in the Czech Republic.

From the linguistic perspective, allusion exhibits certain important semantic peculiarities: the primary meaning of the word or phrase often serves as a vessel into which the new meaning is assigned to; thus, it results in a kind of interplay between two meanings. It is generally accepted that the essential function of allusion is to give indirect reference to a historical, literary, mythological etc fact or to the fact important for a certain community or for a specified segment of society.

Metonymy as a rhetorical device of manipulative discourse is based on some kind of association connecting two concepts, which these meanings represent. It has to be admitted that metonymy being a means of building up imagery focuses on concrete objects, which are used in a generalized meaning. Naciscione (2010) states that ‘the explicit image-bearing components of the phraseological units have a metonymic function in discourse’ (p. 108). Thus, it can be presupposed that metonymy is the replacement of an expression by a factually related term or notion,

and it can bear the semantic connection of a causal, spatial, or temporal nature. For instance “Russia has signed the document in 1941 but has never ratified it”.

In sum, metonymy as a rhetorical device used by manipulative discourse facilitates the perception of images and expresses their meaning in a more concentrated manner. The underlying idea of an image is understood by readers/listeners as it is brought to their minds by the context itself.

According to Kittay (2007), ‘metaphor is a trope in which one thing is spoken of as if it were some other thing, and it is an ubiquitous feature of natural language’. In view of this, no understanding of any discourse is complete without an adequate account of metaphor, which explains the reasons why metaphors underlie primarily linguistic utterances, produced by speakers of the English language and processed by listeners.

It has to be noted that when dealing with metaphors as linguistic phenomena, the English language users or learners are expected to know or study:

- how metaphors are used in communication,
- what is intended to be understood is different from what is literally said.

Many theories are known to deal with the study of metaphor as a rhetorical device:

- the Interaction Theory proposes the conceptual role of metaphor and stresses its cognitive role to language and thought),

- Hesse’s Theory supports the idea that metaphors function as ‘systematic analogies with a strong affinity to scientific models’),

- the Experientialist Theory stresses the importance of the systematic coherence of metaphor and its role ‘in grounding the human conceptual system in lived experience’,

- the Semantic Field Theory shows how metaphor transfers the semantic structures and relations from the semantic domain of the source to that of the topic).

Two common sources of metaphor in mass media, used both by politicians and journalists, are sport and war: for example, ‘take flak from’, ‘be on the offensive’

and 'launch an attack on'. These metaphors convey values of toughness and aggression and, says Beard (2000), "involve concepts of enemies and opponents, winners and losers; they do not suggest that government could be achieved through discussion, cooperation, and working together. Since metaphors are very common in language, we do not always think of them as metaphors, as 'pictures', and this fact may be exploited for linguistic manipulation (p. 22).

Daily communication is an exchange of information between two communicators in conditions of direct contact. Its essential peculiarity is the alternate performance of each **in the role of the speaker and the listener**. The speaker and listener are determined people with a variety of individual characteristics. The speaker makes his speech based on the idea that the listener knows or does not know; what might be interesting or uninteresting for him. Such a transforming structure leads to the fact that the initial specified direction of the conversation can be radically adjusted.

The presence of **a social hierarchy** can drastically change the way to respond to the message. The degree of the authoritativeness of the source with social hierarchical equivalence enhances or weakens the impact of the message.

At the same time, the perception of the message also depends on the type of relationship between the speaker and the listener. For instance, the praise told by an enemy will still be offensive for the listener.

Mass communication processes include a spontaneous listener. The author creates his text in isolation from the corrective role of the apprentice. The elementary communicative chain, in this case, turns out to be broken. The listener can either connect or ignore it. In the latter case, the communicative process does not take place, although the texts will circulate and repeat many times. If the listener is vulnerable to information flow, they will resonate with new ideas.

This text is not created for a specific person, but with an idealized view of the listener. Thus, there may be discrepancies between the listener's exact needs and the speaker's perceptions. Mass communication processes are communication with the

model listener because the role of the speaker is strictly fixed. As a rule, it is not transferred to anyone.

The idealizing character of the speaker and listener leads to the idealization of the message itself. It is necessary to mark the following regularity that moving into the mass communication plane dramatically changes its assessment. Its negativity or positivity is enhanced, which means the polarization of assessments occurs by comparison with its interpretation in the elementary communicative process. Consequently, the positive becomes over-positive, and the negative is over-negative. Therefore, mass communication tends more to a positive characterization of events than to a negative one. This follows from the characteristics of the mass consciousness that aggravates our estimates.

The standard **communication model** accepted by all has been mentioned in the first subchapter devoted to the notion of discourse. The model consists of the following elements: source - coding - message - decoding - receiver.

**Coding** is not just a technical term; this element plays a vital role in the distribution of the information to a target audience. The same text depending on the communicative channel or audience can be encoded in different ways. A typical situation would be a speech in parliament about a particular law and a speech on the same topic in a talk show. Each of the considered points of the scheme may represent a specified complexity for the communicator. Moreover, this process is dynamic, and it is often possible to discover what prevented its successful completion only after the process was completed, and there is no opportunity to either repeat or change it.

This scheme was preceded by a number of theoretical models of communications developed by several scholars in different periods (Zilbert, 1986, p. 48).

From all the above, one can distinguish an up-to-date communicative model that consists of the text, the addressee, and the recipient. Today, a great experience of communicative analysis has been accumulated in various spheres of human existence. In the article "Linguistics and Poetics" by Roman Jakobson identifies the



following **factors of verbal communication:** *the addressee, addresser, context(message), contact (code)*. Each factor corresponds to a specific function performed by the language (Zilbert, 1986, p. 9). Even though the model has preserved its critical elements, new technology has inserted the intermediate component serving as an interpreter of the message, accordingly, modifying the former roles of the conventional elements.

### **1.3. Pragmatic interpretation of verbal and non-verbal manipulation**

Non-verbal communication is an essential element of the sound of the language, a means of communication, and mutual understanding. The verbal language provides the semantics of the communicate, i.e., the linguistic meaning of heard. In contrast, non-verbal communicator properties can tell much more: namely, the attitude of the speaker to the said, sympathy or antipathy to the interlocutor, etc.

Even Nietzsche paid attention to the role of the facial expression of a man while lying. This remark accurately enough conveys the autonomous nature of information transferring via a visual channel, as well as the fact that we are not able to equally control the visual channel, as it is done with the verbal channel. According to the researchers, 69% of the information is perceived from the TV screen dependent on visual communication (Kernbach, 2010, p.16).

In general, non-verbal communication is verbal communication in parallel with verbal, extending the boundaries of perception. Non-verbal signs are communication tools that accompany the language of communication and transmission of information in (Bohdanov, 1987, p. 20). However, the NC concept goes far beyond the communication because it has independent value and is implemented in many other systems and channels of transmission (Zemlyanova, 2004, p. 57).

Paralinguistic communication is a large number of priorities over the linguistic. They are evolutionary historical incident, independence from the semantics of the language, independence from language barriers, the acoustic features of encoding methods, polycentric nature (Zveginzcev, 1977, p. 23).

In the linguistics studies, there is no consensus about the arsenal of nonverbal means of communication and their inventory. The classification of nonverbal means is based on different criteria. By the nature of the non-verbal means of communication are divided into intentional (arbitrary), controlling and spontaneous (nonarbitrary), noncontrolling (Anisimova, 1992, p. 74). As for the latter, they cause problems during communication, because body language can thwart speech.

There is a tendency that people rather express their feeling than talk about them. This is due, firstly, to the fear of individuals revealing true feelings; secondly, the feeling is not always appreciated. So, one needs to have this store of knowledge to expertly distinguish direct to the speaker from the implicit, the truth from the lies. After all, gestures, facial expressions, timbre can give a complete picture of one or another political speaker.

**Kinetics** is one of the most difficult because of the paralinguistic controlled by our subconscious mind. Possession of body language is constantly recorded in the rules of the behaviour of Western politicians. For example, Spillane designates the importance of a natural smile as the key to a successful non-serious interview; even if a person does not like to smile, corners of the mouth should be raised. A person must produce certain information in a non-verbal way so that he is not perceived negatively. The first to pay attention during the speech is kinetics.

Gestures of openness (uncovered hands palm up, wring shoulders), gestures of protection (hands clenched in fists, tense hands), gestures and facial expressions that are lying claim (negational movement of the head (or easy nod at affirmation), raising the eyebrows, looking down, shrugging shoulders, shielding hand-eye clamped lips, looking to the right), gestures of readiness (hand laid back, the top hand in a fist, rubbing hands, taking something by hands or making a move to some direction) (Kiselyova, 1978).

Verbal communication is dominant in any field of human activity. It affects people on many levels, not just with the help of content. There are optimal verbal influence strategies developed in the sciences, such as psycholinguistics, sociolinguistics, and the theory of propaganda.

As it was already mentioned before the impact is carried out at each level of the language, starting with the sound. Photosemantics reveals one or another meaning calculated by the associations of native speakers. It started in the 18th century, with Mikhail Lomonosov, a Russian polymath who proposed a highly idiosyncratic hypothesis that stated that words containing vowel sounds made in the front of the palate (in Russian, [e], [i], [yu]) should be used when depicting tender subjects and that those made with the back of the palate (the vowel sounds [o], [u]) to describe things that may cause fear ("like anger, envy, pain, and sorrow").

In the late 19th century, Ferdinand de Saussure (1857–1913) postulated that the idea that sounds are arbitrary and that the words that we use to indicate objects and concepts are agreed on by the speakers of a language. He put forward the idea that words have no discernible pattern or relationship to the object.

Mircea Eliade (1983) speaks of the shaman's language as imitating animal sounds. She pays attention to the way the words of spirits or gods are transmitted – the shaman uses a falsetto or high-pitched voice, showing a massive distinction between him and supernatural power. He usually uses that voice to cast monotonously – singing magic spells. Such an example marks a voice's influence on an audience that classifies them as pleasant or not. The same factor transfers the significance of the content to the timbre of the voice, thereby comparing the level of prevalence and entertainment of a speech with the sound of the voice.

There are interesting research results related to examining interconnection between the number of pauses and direct speech in spontaneous and official registers. It turned out that during the transition to the official speech, the number of pauses increases from 1.3 to 1.8. It confirms the correlation between the use of pauses in official speech and the level of persuasion.

All linguistic mechanisms are aimed at establishing comprehension between the interlocutors. Simulation of understanding is a central task not only in the study of everyday communication; the problem of understanding is significant for mass communication. The consciousness of the proposed information begins with the

implementation of the main psychological task of mass communication impact is reaching an agreement between the communicator and its audience.

E. A. Kovtunova (2018) mentions that the same sentence can acquire a different meaning depending on the communicative goal that the speaker follows. However, only word order and intonation are taken into account, that is, only superficially marked elements are considered as the basis of the actual division. Another possible further reading of the statement is also among the communicatively significant aspects of semantics.

There may be a completely different message behind this content. Therefore, the communicative analysis should not focus only on verbally attached semantics. One content can carry a lot of communicative meanings. Although the number of contexts is infinite, however, the number of such elementary communicative actions is limited; therefore, the communicative meaning of the statement becomes accessible for analysis.

Structural analysis of the proposal is insufficient for the study of communication. A sentence is a unit of language from which communicative characteristics are removed. The utterance is broader than a sentence, and it includes its whole. Nevertheless, in addition to it, the statement contains predictable characteristics of communication. Thus, the utterance can be defined as a set of correlative pairs, one of whose members is a structural-linguistic element, the other communicative or pragmatic. In this case, the construction of statements is a rule for the transition from a language structure to a communicative one. This means that certain binding elements of pragmatics will help analyse the meaning of grammar and its manipulative mechanisms in order to influence the listener or audience.

There are two possible correlations between the message and the content: their coincidence is "focusing" and the difference, the partial intersection is "defocusing". Message: *"Get out"* - content: *"The shop is closed"* ("Cooking the Books", 2:33 - 2:44). One more example of a communicative block when the request can have the consent: *"Do you know how to make more money with this? - Of course, I do (\*gone) - Wait! Will you help me?"* ("Grapes of Wrath", 15:36-16:01)

The answer to the first question is a hint of a positive response to an upcoming request. After analysing these utterances, one can see that the speaker and the listener know the answer to this question in advance. The language here is used not in the function of information, but the function of manipulation. This utterance should be preceded by certain actions of the hearers, and not their speech response. Obviously, the content sets the precondition for the future situation, and the message names the future situation. *"Japan Coast Guard finds third sailor as search for missing ship with 43 sailors and 5,800 cows aboard continues"* ("Crew member rescued...") and *"Crew member rescued from raft after ship capsized in storm off Japan"* (Lendon & Jozuka, 2020) – correspond to reference and presuppositional synonymy, but they are communicatively different. A whole set of utterances that correspond to the content paradigm can be synonymous (question, approval, negation) i.e., *"You're back"*. *"You aren't back"*. *"Aren't you back?"* are not communicative synonymous. Utterances such as *"I am tired. - I need rest"* do not have similar components and may differ in the content, but they have a common situationally, this predisposes their communicative similarity. It is very convenient to transform utterances, correcting them not on the same content but as an equal communicative orientation. Such a confusion of communicative power facilitates the avoidance of a direct impact on the listener and the manifestation of the speaker's true intentions.

Possessing the concept of communicative synonymy, we can simulate etiquette proficiency in speech, which can be defined as the ability to enumerate or build up a set of communicative synonyms to a single reference situation. For example, the following sentence is synonymous with the invitation: *"We booked a table at Papa Del's. Come on, Jean, grab his coat"* ("The Understudy", 04:52 - 04:55).

Gustav Shpet confirms that an isolated word is meaningless. Syntax provides language users with a wide range of possibilities to express themselves. Different syntactic choices may evoke different reactions from the reader or hearer as to questions of blame or credit, truth, reliability, etc. One of these devices is transitivity. It should not be confused with the term used to describe the transitive or intransitive

nature of different verbs. According to Beard, "transitivity involves looking at the language used to describe:

- What happens;
- Who the participants are;
- What the circumstances are; (Beard, 2000).

Roger Flower (1991), in referring to Michael Halliday, explains that "transitivity is the foundation of representation: it is the way the clause is used to analyse events and situations as being of certain types." Transitivity makes it possible to depict an event from different angles and could, therefore, indicate different ideological viewpoints.

More clarifying is perhaps the transactive structure of the verb system explained by Reah (1998). She divides the verbs into two kinds: the actionals and the relationals. Actional verbs, in turn, can be divided into the transactives, which have an actor causing the action and a recipient affected by the action, and the non-transactives, which involve the actor only. Relational verbs describe the relationship between someone or something and quality or attribution or indicate equality between two nouns.

Depending on how blame or credit is distributed among the participants, there is a choice between active and passive voice. The role of a participant may be emphasised, minimised or omitted entirely. To emphasise or minimise the role performed by a participant can also be called 'foregrounding or backgrounding'.

The active voice is chosen when focus on the actor is desired, implying responsibility for the action performed. On the other hand, passive voice gives the story a new orientation and creates a different effect. In transforming a sentence into the passive, the actor becomes less prominent, and the person or thing affected by the action is focused. To illustrate this a comparison can be made between two pieces of news.

*"A teenage boy has been stabbed to death in an attack in Hackney, east London"* ("Hackney stabbing: Teenage boy killed", 2019, par. 1)

*"A car has struck a woman's body on a motorway leading to lengthy delays"*  
(Abu, 2019, par 1).

The second utterance is much more direct in its approach, overtly declaring a car as a tool of killing, while in the first sentence, no one is in charge of murdering.

**Modality**, as well as voice, refers to different ways of expressing attitudes towards a person, a situation, or an event, giving opinions about what is to be judged as true, likely, or desirable. Modality is usually expressed with the help of modal auxiliary verbs (can, could, may, might, ought to, shall, should, will), disjuncts, that is adverbs displaying attitude (necessarily, possibly, unfortunately) or modal adjectives (unlikely). Frequent use of modal expressions enhances the sense of subjectivity, gives "the illusion of a person with a voice and opinions". Writers who aim at objectivity should restrict their use of modal expressions. Nevertheless, Reah claims that the use of modal auxiliary verbs and the choice of specific adverbs allow a newspaper to present opinions and speculations that might be interpreted as facts by the readers. (Reah, 1998).

Together with passivation, **nominalization** is one of the most common types of transformation used to delete information from a sentence. Nominalization is a process involving the exchange of a verb phrase for a single noun or a noun phrase.

So, features of the utterance such as action, participants, the indication of time and modality may be deleted. For instance, the title *"The temperature of the planet is rising as a result of global warming"* might be converted into *"The rise of the planet's temperature is a result of global warming."* The purpose might be to present an unpleasant activity carried out by one person to another as an unpleasant event with no named participants. This event is timeless and has a fixed, uncontrollable outcome.

### **Conclusions to Chapter One**

The concept of discourse is complicated to clearly define, since many scientists apply various approaches to the study of this phenomenon, considering discourse as availability of linguistic material in all registers and as a particular text.

As part of this study, we contemplate the key characteristics of discourse including language use, verbal interaction, acquiring knowledge. From this perspective, we have identified the essential role of social factors in discourse study resulting in an ideological effect.

The massiveness of the scope forces us to study manipulative tactics and strategies paying special attention to certain types of discourse standing for the most prevalent cases of resorting verbal influence.

The political discourse can be characterized as a unity of genres of the political domain which is opposed to some other types of discourse. However, the peculiarity of this type lies in the lack of precise boundaries, since the term "politics" itself has a wide variety of interpretations, including not only linguistic material of interest for research but also a purely separate branch of science - politics. Overall, context is the fundamental category for political discourse.

The political discourse of mass media focuses on a set of means resorted to accomplishing purposes of politicians. The principal modification related to the contemporary way to convey a message stands for inserting the mediator in the classical communicative model. Mass media serves as a filter and interpreter of the information provided by politicians and obtained by the public.

Manipulation is a kind of psychological influence, the skilful execution of which leads to a covered excitement in another person's intentions that do not coincide with its actually existing desires. A multiplicity of definitions accord with the crucial property of manipulation lying in its clandestine nature of the speaker's intentions.

In the study, we adhere to the statement that speech manipulation is speech communication in the media or in a campaign speech directly in front of an audience. First of all, this is distinguished by the fact that it is usually used in the structure of coordinated, social relations when communicators are linked by relations of equal cooperation.



The variety of hypotheses gave an impetus to diverse classification relying on pure linguistic characteristics, psychological attributes and reactions, and psycholinguistic properties which is taken into account in our research.

Pragmatic interpretation regards the correlation between the meaning of the utterance and the communicative purpose of the speaker. In the analysis, verbal semantic is taken into account highlighting phonetic peculiarities, grammatical features of word order and word choice, and lexical preferences of the speaker. In the broader sense, non-verbal signs contribute to the given information. Thus, we have defined that non-verbal communication is an important element of the sound of the language, which is a means of communication and mutual understanding.

Overall, verbal language provides the semantics of the communicate, i.e. the linguistic meaning of a text or a speech while non-verbal communicative properties can provide much more information about the attitude of the speaker to the said, sympathy or antipathy to the interlocutor, etc.

## **CHAPTER TWO**

### **PSYCHOLINGUISTIC PROPERTIES OF MANIPULATION IN MODERN ENGLISH DISCOURSE**

The vast majority of linguists recognise that manipulation enters the consciousness modifying our perception and attitude to the objects. Although, mass media serves as the main platform to impose the common opinion, induce a particular reaction to the events, outline the border between teams. Regardless of the intentions or means applied by journalists, the process is an instrument to covertly affect people.

Researchers offer various classification examining manipulation in mass media, however, existing practices demonstrate that several methods can be implemented at the same time preserving their function. In general, we will focus on Navasartyan's classification (2017) dividing all instances of manipulation into the distortion, the selection (including the omission) of information combining Blakar's "instruments of the power" and certain means at lexical, grammatical levels as practical applications of verbal influence.

We can affirm that the media have already become one of the irreplaceable and one of the most popular ways to distribute and provide any information. An inalienable function of the media is to establish certain social standards that serve as moral guidelines for a civilized society. Those peculiarities lead to the prevalent use of media sources in persuasion and conviction. Accordingly, the mass media discourse stands for one of the most abundant resources of manipulative acts. In our research, we focus on articles from newspapers and magazines, political speeches broadcasted via TV and the Internet portals to examine manipulation.

#### **2.1. Distortion of information**

Distortion of information in news, reports, and opinions are based on emotional perception of the surrounding world by people. They are attracted to events associated with durably positive images in contrast establishing adverse

information filed in the press fosters a negative attitude towards discussing issues. Media workers skillfully appeal to human emotions and feelings painting a completely different picture of reality. In mass media it effectively utilizes existing stereotypes, having acquired the subjectivity of words and evoke a strong image in an audience. Nevertheless, an object acquires the emotional meaning artificially while newsmakers attempt to insert the object in a particular information environment. All endeavours to deprive the news of its reality are related to distortion of information.

**2.1.1. Labelling.** Media has a large impact on public views. Neutral definitions of groups, activities, or events transform into what coincides with dogma or ideologies. The technique of glueing labels is the use of negative words in order to discredit ideas, plans, personalities, to evoke a sense of prejudice, fear, hatred, without resorting to objective evaluation or analysis. The media shortcuts are created and put into use for specific purposes. "Their danger is that entering into widespread use thanks primarily to the media, they take root for a long time, become familiar, everyday words, sometimes replacing, displacing others - related, but less aggressive concepts" (Zculadze, 1999, pp. 86-87).

Thus, political changes in the supreme organ of State authority leads to a reconsideration of main parties in the country. "The processes of labelling and stigmatizing are done by a relevant audience. The audience is relevant according to the circumstances or context" (Greer & Reiner, 2014, p. 2810). As a consequence, "democrats" and "republicans" obtain new implicit intentions to characterise both groups in mass media.

Manipulation by combining opposite information in one text is very common. It is possible to discredit, criticize, negatively evaluate something, or, conversely, elevate, make desirable, turn into a fetish using specially selected contrasting data. As a result, the effect of contrast generates the overall consideration of the issue. In Trump's speech "democrats" are mentioned as a contrast to the principle thrust. *"Today, we are presenting a clear contrast: Democrats are proposing open borders, lower wages, and frankly, lawless chaos. We are proposing an immigration plan*

*that puts the jobs, wages, and safety of American workers first*” (Trump, 2019). The adjectives used to describe democrats’ programs have secondary meaning implying “precariousness” and “insecurity”. Devaluing their activities and intentions, the whole party transports prejudicial associations to themselves. First of all, people regard some particular activity or behavioural patterns as aberrant and socially unacceptable, then an individual related to those actions is labelled as a deviant. The following sentence duplicates the form of the previous one preserving keywords “wages” and opposition “chaos - safety”. The means establishes a parallel between two programs and enforces the massive distinction. The next reference of democrats in the speech either demonstrates their indifference and incompetence or serves as oppositions to further improvements. Due to the tactic “democrats” beyond the scope mean “bad solution” for the country.

In addition, framing an object with positive adjectives and associations can provide favourable context and evoke hopeful associations. *“We’re here on this very beautiful spring day in the Rose Garden to unveil our plan to create a fair, modern, and lawful system of immigration for the United States”* (Trump, 2019). The system is already presented in a positive way to highlight the strong sides of the plan. Superlative adjectives “the best” and “the brightest” increase the effect of verbal influence.

Connotations provide a potent tool to form a generally accepted understanding of the events. The pronounced negative meaning of one word in a sentence shares its connotation to the entry object of discussion. *“The so-called “V” recovery is an obsession with the White House”* (Trump, 2019). In the utterance, “obsession” illustrates actions as incorrect and inadequate. American news companies have divided themselves into two teams to cover Black Lives Matter protests supporting or condemning them. To reveal the peaceful nature of the movement, reports appeal to “demonstration”, “protest” which are related to standardized meaning within the language without aggression or violence. *“The vast majority of the thousands of Black Lives Matter protests this summer have been peaceful, with more than 93% involving no serious harm to people or damage to property, according to a new*

*report tracking political violence in the United States*” (Gilman, 2020). The article emphasizes the absent menace in the movement, therefore avoids negative connotations with regard to demonstrators. All mentions of violence during the protests do not connect with the words describing the participant. The journalist abstracts from “demonstration” or “protest” using “armed individuals”. Moreover, the juxtaposition of the government and people are based on a pair of antonyms describing the authorities and the protesters: *“Violent intervention from government forces did not make protests more peaceful, the report concluded”* (Beckett, 2020).

In contrast, another article applies the word “looting” or “looters” in relation to people involved in the protests: *“A Black Lives Matter Chicago organizer has defended the mass looting that took place in the city early Monday, calling it “reparations”* (Rahman, 2020). The connotation of the word casts the shadow over the event and creates an image of mayhem and chaos. Some sources describe the mass gathering as “unlawful assembly” to foreground its illegal nature and a major threat to the population. Overall, the choice of adjectives and nouns plays a significant role to add an implicit meaning of the phenomenon in mass media.

West newsmakers actively use a set of symbolic phrases having already acquired their connotation to influence and impress an audience. “The Kremlin” usually occurs to imply Russia and the governmental body. *“His team says he was poisoned on the **Kremlin**’s orders”* (“Alexei Navalny...”, 2020). *“His detention, which his supporters say was politically motivated, has triggered weeks of street protests, creating a headache for the **Kremlin** which is trying to tackle a sharp drop in real incomes as a result of the coronavirus outbreak and keep a lid on unrest as the economy stutters”* (“Anti-Putin protest in Russia...”, 2020). *“Activists who hold **Kremlin**-backed officials responsible for the killing of a Chechen dissident in Vienna last week have staged a protest close to the city’s Russian embassy”* (Michael, 2020).

All these cases of mentioning The Kremlin in the press demonstrate the notorious reputation of the country. The proper name increases biases and prejudices towards all decisions of the government in the international arena.

Preference towards one word to identify a particular sector of humanity predetermines the attitude of an audience. Thus, journalists and newsmakers use “police” to preserve neutrality depicting the role of officials in the report. *“The police department receives about 900,000 911 calls a year, officials have said”* (Blinder, 2020). The word is deprived of secondary meaning. Correspondingly, an attempt to stigmatize officers is complemented by “cops” suggesting “to arrest”, “to grab” diminishing the main goals of the profession - “to protect”. The usage of the nickname presupposes condemnation of their activity or certain action. *“Several law enforcement unions in the state say they want a process in place to decertify bad cops”* (Shackford, 2020). The adjective “bad” intensifies the role of connotation and firmly entrench existing image in mass media. Content makers can use one of the words to implicitly set the tone of the news.

The issue of immigration in the United States occupies a critical place not only in the press but in the national policy of the country. Politicians supporting one of the parties comply with either tolerance towards immigrants and refugees or view them as the threat. Mass media often abide by the general public’s mindset indulging the current political agenda. According to the research held by Farris E. and Silber H. (2018) “press frequently portrays immigrants as undocumented, presenting images of the border as well as immigrant arrests and detentions” (p.1).

Stigmatization and labelling of the national minority are reinforced through putting the object of the discussion in the context of illegal activity. The President of the United States analyses the situation of the border focusing only on the illegality of immigrants’ actions. *“Critical to ending the border crisis is removing all incentives for smuggling women and children”* (Trump, 2019). Trafficking is mentioned in the next passage three times to establish a clear connection between people crossing the board and their illegality. Thus, an illustration of the immigrants’ portrayal choosing the words with a negative connotation and their repetition create a derogatory social stereotype.

Another way to denigrate migrants is to compare them with an unpleasant image based on a metaphor. “The “swarm” on our streets”. Equating expatriate

people to a dense group of insects portrays them as an uncontrolled and irresponsible cluster of people. The article develops the key metaphor describing events with “storm”, “crawl”, “rush” intensify the association of people’s erratic behaviour.

On the other hand, media sources which protect the status of migrants depict foreigners as refugees. *“The desperate Sudanese refugee - who reportedly could not swim - has been identified by multiple sources as 28-year-old Abdulfatah Hamdallah”* (Lockett, 2020). While “migrant” denotes a conscious choice to leave the native town and disown the culture and traditions, “refugee” implies forced decisions under pressure. Apparently, mass media operates both terms to manipulate people through either disregard to people’s destiny or compassion. The choice between two alternatives facilitates the psychological impact on the public's perception of events.

The subject of terrorism, as well as other social stereotypes, is a permanent topic in mass media. Although, the theme is highly connected with the country's national security; accordingly, all biases and prejudice are deeply rooted in human fears and public distrust. Notorious events in September 2001 gave an impetus to multiple negative stereotypes and discrimination against certain groups of national minorities.

In western media sources, Muslims have become a target of judgment by the population. Fisher, in his turn, draws his attention to the rising of prejudices and biases against Muslims that are usually labelled as a national state involved in terrorism. Therefore, most of the attacks against them are covered in mass media without mentioning terroristic violence applied to them. According to his words: “For Muslim victims, this seemed to confirm suspicions that society sees them as potential threats more readily than as fellow citizens to be protected” (para 4). In the article reporting attack on a civilian population in mosques “terrorism” or “terrorist act” are substituted with “twin massacres”, “an apparent hate crime”, and “the deadliest mass shooting”. Conscious selection of phrases suggesting a crime breaking anti-terrorism laws demonstrate the attitude of the press towards Muslims community.

**2.1.2. The use of euphemism as a manipulative means.** Euphemism is a powerful tool to convey information to an audience opting for an appropriate synonym among all alternatives. However, ideology and propaganda play a significant role in the process. Mass media should thoroughly formulate ideas and thoughts corresponding to the mainline of social dogma. Linguists view the means as an endeavour to conceal unfavourable associations and highlight a certain connotation. “If a euphemism fails to carry along with it the word it is intended to replace, it is not a euphemism, but a deliberate veiling of the truth” (Galperine, 1977, p. 175). In other words, euphemism stands for one of the ways to deliberately disinform the population.

The presence of a taboo precedes the formation of a euphemistic substitution. In today's world, words can still have a powerful impact on a person - both positive and negative. Certain concepts and expressions are perceived by native speakers extremely negatively, which causes a corresponding reaction from the addressee. The use of euphemisms allows you to soften the negative essence of the designated object or phenomenon, thereby changing the reaction of the listener or reader. The process of euphemizing is based on several driving factors, which were identified by G. N. Mukhamedyanova (2009). First of all, the psychological one is the motives conditioned by the work of consciousness.

The feeling of fear or apprehension (to offend, offend, to appear in an unfavourable light) is the leading psychological factor. Referring to a particular way of expressing thoughts, the speaker is guided by the interests of the recipient of information from the point of view of moral and ethical admissibility, as well as the basics of preserving his own dignity. Secondly, the social factor is motives dictated by norms and values accepted in society. The moral barrier of a person or a moral constraint of a person determines his behaviour in certain situations, which ultimately constitutes a taboo zone. Violation of this zone affects the speaker's status. The success of verbal communication is determined by the speaker's ability to imagine the world of the listener and organize his speech in accordance with this. Third, the axiological factor is the assessment of the denotation from the standpoint



of the acceptability or unacceptability of the form of expression. The unacceptability of form implies the presence of negative connotations, which evokes negative associations in the listener. In this case, the problem arises from the relationship between the subjective and the objective. Areas of negative, neutral and positive may differ between the speaker and the listener.

Panin V. V. (2004) marks that in the media discourse politically correct euphemisms play a decisive role to stay sensible and prudent discussing sensitive topics. He says that euphemisms are “words or phrases used for mitigating the offensive or discriminatory effect, and also for concealment of the negative character of the denotatum”.

Various attempts to define the term “euphemism” demonstrates that the linguistic concept can function not only as a censoring tool to avoid taboo themes but prevent public insulting or offending. Moreover, the replacement of a certain word serves as a manipulative tool to affect people’s emotions and feelings. P.Krysin (1994) identifies the following main goals of euphemizing. 1. The desire to avoid communicative conflicts and failures, not to create a feeling of communicative discomfort in the interlocutor. In euphemisms of this kind, in a different way, in a more polite form, in comparison with other methods of nomination, they call an object, action, property. 2. Veiling, camouflage of the essence of the matter. The euphemistic means used for this purpose are very diverse and, it seems, are characteristic of our linguistic reality. The reason for this is the general deceit of the system and its servicing ideological apparatus, in the fear of publicizing unseemly or inhuman activities. 3. The desire to communicate something to the addressee in such a way that it was clear only to him. Of course, this kind of encryption of a message is relative, and very soon it becomes not in a private copy but becomes available for interpretation to every reader (p. 29)

Writers usually opt for “pass away” instead of “die” to mitigate the effect of the negative connotation. “*Former President and Congress stalwart, Pranab Mukherjee has passed away after undergoing treatment for nearly three weeks*” (“Former President...”, 2020). The euphemism psychologically modifies our attitude

to the person's death concealing all details and reasons of his or her demise. Therefore, journalists can apply the phrasal verb reporting about car accidents or unfortunate incidents not focusing on the fact of death.

News reports, debates, opinions related to military involvement prefer to designate visible evidence of war as "conflict" or "situation". *"Even the educated classes side with the Palestinian cause, despite knowing little about the history of the conflict"* (Hassan, 2020). Firstly, this approach diminishes the level of public concern concerning the vents. "War" evokes painful and traumatic associations, suggests several victims and gory actions; while "prolonged conflict", "lingering conflict" deprives the meaning of mortal danger or intensity of general anxiety. Secondly, the substitution serves as an alleviation of the core theme to demonstrate a putative rapid solution. *"It is equally crucial to employ a degree of objectivity and pragmatism by seeking to resolve the conflict on a case-by-case basis"* (Hassan, 2020). In the context "conflict" is used to make people believe in the lack of seriousness of the issue.

Nevertheless, in some cases, euphemizing helps adhere to political correctness in society. Most of the mass media sources prefer to avoid abusing or offending vulnerable strata of the population, minorities, people with disabilities and others. The recent events related to the Black Lives Matter movement have forced the reconsideration of the nomination of race representatives. Thus, "African-American" is becoming a prevalent replacement of "black man or woman". Since the colour of skin has become a sensitive issue in mass media, people tend to escape the concentration on this distinctive feature.

People suffering from mental disorders are often stigmatized by society. Euphemisation of their disease and devotions in the conduct demotes a necessary measure to reduce biases towards them. News reports inform people "growing up with mental health struggles" or their "erratic behaviour". In this situation, covering the true significance of the nomination, journalists protect the people.

The choice for an appropriate equivalent to identifying a certain stratum of society disposes to sympathise the speaker. *"For people of all races and religions,*

*for men and women, for immigrants, for LGBT people, and people with disabilities”* (Clinton, 2016). Politicians obviate unnecessary consequences caused by tabooed nomination. Their task is to create the aura of dignity and respect using euphemisms.

**2.1.3. The use of friend-or-foe category as a manipulative means.** Mass media follows the principle that a human is a social creature belonging to social networks. A person’s identity is defined by the surrounding. Therefore, there is a necessity to draw the line between friendly and foreign environments. A category determining “friend” and “foe” facilitates navigation in the informational realm detecting in-group\out-group boundary. The classification serves as a tremendous enabler to accept the information about “friend” implying security, cohesion, credence and “foe” suggesting in contrary dangerousness, detachment, distrust and fears. Correspondingly, implicit associations become an essential trigger to bring people together or antagonize them. Politicians frequently resort to the distinctions solidify their party and develop their ideological agenda. For this reason, proponents, supporters of a limited circle confront opponents, adversaries supposing right and wrong sides respectively. Moreover, the usage of the manipulative techniques increases the number of stereotypes exuberating intolerance, narrow-mindedness, bigotry, and fanaticism to categories not fitting the current ideology.

The usage of pronouns stands for the most prevalent techniques to identify the belonging to a certain group of people. Personal and possessive pronouns “*we*” and “*our*” not only symbolise consolidation but diminish the distance between the speaker and the hearer. “*To make certain that we are constantly making the upgrades we need, our proposal creates a permanent and self-sustaining border security trust fund*” (Trump, 2019). The hearers unconsciously position themselves as an integral part of a community and feel the urgent necessity to participate in the process and pursue their purposes. “*We’re already building the wall, and we should have close to 400 miles built by the end of next year, and probably even more than that*” (Trump, 2019). The community’s achievements presented in the first part of the sentence make the addressee take pride in accomplishments and establish the connection with the group, while the second part imposes the group’s duties.

The means force people not only to distinct friends and enemies but to believe in their common responsibility as a unity. Clinton (2016) applies the same practice to delegate some responsibilities to her supporters. *“So now, our responsibility as citizens is to keep doing our part to build that better, stronger, fairer America we seek”*. The personal pronoun “you” would imply that people are left alone encountering problems, while the pronoun “we” manifests Clinton’s direct engagement in the issue.

“Our” is contrasted to “other” as an evocative way to underline the differences. *“And I know a number of our Republican friends and others”* (Trump, 2019) The President declares supporters of republicans as their friends and filters those who do not belong to the circle. He also separates his country from others discussing the border issue to put an emphasis on the state. *“This will bring us in line with other countries and make us globally competitive”* (Trump, 2019). The application of the pronoun demonstrates an intrinsic link between all troubles and challenges related to the state safety and effective border security system.

Furthermore, friend-or-foe classification serves to broaden the impact of community cohesion and the numerical presence of its representatives. Every person tends to socialize with other people and remain part of a group. The understanding that the group is enormous, powerful, and reliable inspires hope and confidence in the leaders of the group. *“One of the reasons we will win is because of our strong, fair, and pro-America immigration policy. It’s time to restore our national unity and reaffirm our national purpose”* (Trump, 2019). A member of a huge community is likely to see the collective achievements and efforts. In this way, people often are proud of what they perceive as theirs - sportive accomplishments, industrial production, flourishing tourism.

**2.1.4. The use of stylistic devices as a manipulative means.** Mass media texts show a number of stylistic devices that serve as a practice to manipulate.

**Repetition** stands for an expressive means to focus attention on the necessary information and facilitate its memorization. The effect to highlight a certain word or a phrase has an impact on human consciousness. In some instances, repetition can

be regarded as psychological pressure on the addressee since the influence unconsciously distorts the whole message. The speaker refers to the techniques to concentrate on a particular theme and change a subject. We can outline the main functions of repetition: 1. to intensify the utterance *“Our plan closes loopholes in federal law to make clear that gang members and criminals are inadmissible. Inadmissible”* (Trump, 2019). 2. stress monotony of action, it may suggest fatigue, despair, hopelessness, doom *“I...I know...I know we have still not shattered that highest and hardest glass ceiling”* (Clinton, 2016). 3. rhythmical function. In Obama’s victory speech paragraphs were divided into semantic groups combined by the same beginning. Thus, the president starts with *“I know”*, *“We want our children to”*, *“You’ll hear”* (Obama, 2011). Consequently, the whole speech is well-structured and rhythmically arranged.

Donald Trump often relies on duplication of some phrases debating about a new system of immigration for the United States. In such a way, the president attaches particular significance to his programme convincing everyone of its reliability and completeness. *“It was designed with significant input from our great law enforcement professionals to detail what they need to make our border - which is one hundred per cent operationally secure. One hundred per cent”* (Trump, 2019). This sort of manipulation directly denotes what should be underlined and learned to be the hearer. Accordingly, the speaker assigns logical emphasis in an utterance. What he memorized always seems convincing to a person, even if memorization occurred in the course of purely mechanical repetition. With the help of repetition, information is introduced into the depths of the subconscious, where the motives for subsequent actions of a person arise.

Excessive repetition dulls the consciousness, forcing any information to be deposited in the subconscious with practically no changes. However, when the information enters into the unconsciousness of a person, he or she does not have an opportunity to critically scrutinize all thoughts. And from the subconscious, after a certain period, such information passes into consciousness. The president formulates a deliberate political will calling people “vicious” in his speech. He intensifies

disdain, hatred, contempt towards his opponents. *“There's only one thing they have: They're more vicious. They are vicious. They are vicious people”* (Trump, 2019). An audience creates an image of a privileged group of people they belong to and their ideological malicious adversaries depending on a permanent repetition. In other words, repetition stands for a prominent instrument used by mass media to establish stereotypes in society.

Rhetorical questions are often used in public style since they are related to one of the most efficient means of persuasion. Mass media texts, political speeches, journalists' opinions are also based on rhetorical questions assisting in providing a train of thoughts as the addresser wishes. As a result, the stylistic device does not perform the main interrogative function which is to supply information regarding the question. A rhetorical question can stick in the human mind due to its unequivocal characteristic considering that it does not include any additional interpretations beyond the question. The device can be an implicit statement specifying the theme of the text: *“Are we a nation that accepts the cruelty of ripping children from their parents' arms?”* (Obama, 2011). Barack Obama uses several questions not demanding answers given that the answers are obvious. The speaker introduces the topic of the speech underlining the critical issues of the current agenda. The device implies that Americans do not have in common with violence and cruelty towards immigrants and refugees from other countries. Although any statement is perceived to be too categorical, while the question gives an opportunity to agree with the speaker on one's own. Consequently, one can arrive at the conclusion based on a hidden announcement in a rhetorical question. In addition, the device can be applied to captivate an audience and intensify the speaker's sympathy.

On the other hand, a rhetorical question lays the foundation for a subject line the reader must adhere to. Such a strategy compels the addressee to agree with the author viewing obvious questions: *“It is right?”, “Is it wrong?” “Is it moral?”* When the reader is able to define what should be followed, the author analyses quite controversial topics making a decision for the public. A journalist criticizes a recent adaptation of Disney Mulan referring to the historical context around the

moviemaking process. Asking a rhetorical question, he makes people believe that they should not pay for other's career promotion "*In light of their actions is it moral to pay money for a film that is going to be used in large part to advance the careers of Liu and Yen?*" (Foresta, 2020). The usage of the stylistic device at the beginning of the article eliminates the level of criticism towards the journalist's opinion about the adaptation and increases the power of verbal influence on readers.

**Humour** always changes our perception of the world since it reduces the level of seriousness and gravity of the situation. In any discussion, the irony is used as an efficient instrument against opponents to embarrass and shame. This manipulative effect lying in proving the speaker's superiority through ridicule belongs to the superiority theory of humour which "... is concerned with the affective response that often accompanies comic amusement, which it maintains is an enjoyable feeling of superiority to the object of amusement" (Lintott, 2016, p. 347). People do not know how to behave being ridiculed or humiliated therefore they cannot protect themselves or continue arguing. One more reason for the prevalent use of irony in mass media is its ambiguity. This tool does not have one way to be interpreted by the hearer, in some cases it continues to be incomprehensible to others. Understanding of the irony instance requires a profound knowledge of politics, life, cultural context, famous personalities. Daniel Chandler (2007) compares irony with metaphor stating that "the signifier of the ironic sign seems to signify one thing but we know from another signifier that it actually signifies something very different." (p. 134). Definitely, mocking can be considered as something hilarious, nevertheless, in politics, most of the subject matters are severely serious. This incongruity serves to destroy the reader's dramatic attitude to the interpretation of the news transforming it into an ironic utterance.

Peter Whittle's article for the Daily Mail condemns the hypocritical nature of the BBC news coverage. He emphasizes insufficient reporting about the recent celebrations in Great Britain and ironically noting the BBC involvement in potentially advantageous events. "*Rest assured, if this had been a massive celebration of Britain's membership of the EU, for example, then the BBC would*

*have got the tone, facts, and commentary absolutely right*” (Whittle, 2020). Irony provides a framework to underrate the work of the media company. As a result, its status and reputation can be questioned as well.

Analysing both presidential candidates’ programs to handle the tax system in the USA, the author indicates their disadvantages and ineffectiveness since they are aimed to be a point in political agenda. *“But perhaps I’m reading too much into ambitious-yet-vague promises of tax reductions and grandiose vows to fund everything under the sun”* (Tuccille, 2020). The humorous tone of the remark is not meant to be a major complaint but carries significant observation. In this case, irony assists the author to avoid claims and conflicts expressing his own opinions.

## **2.2. Selection of the information**

Selection of information gives an opportunity to manipulate with facts and news without an overt form of deception and create a certain public's attitude or opinion about the subject of discussion. This particular technique is based on a choice predetermining a certain sequence, a proper word order, a choice of grammatical form or an adjective to describe the object. In addition, selection has an impact on the content preference and the predominant view of how to raise awareness of the matter. As a consequence, the mean relies on attempts to give the appearance of objectivity and credibility of news affecting the addressee’s perception and consciousness.

**2.2.1. Reference to unverified sources.** According to the journalism ethics and standards, journalists should depend on authoritative information indicating sources of the data. In return, people have access to verify the information and trust newsmakers. However, this principle serves as a manipulative tool aimed at listening to the views of allegedly reputable people. Readers tend to search less rigorously for the truth delivered by establishment view. Moreover, the author can contribute to the significance of references describing them as “the most popular”, “the most famous”, “the best selling” and so on.



The Guardian's article says about the Kremlin's involvement in poisoning Navalny. The author analyses not only suspected reasons to withdraw the leader of opposition but potential consequences in global politics. Making predictions about the aggravated political situation in the tense pre-election period, the journalist claims the Russian president is going to influence the outcome of the American election. *“Putin reportedly expects Donald Trump to be re-elected in November. According to US intelligence, he is doing his covert best to help him”* (“The Observer view...”, 2020). The mention of American military surveillance gives significance to the source the author refers to and appears as credible information. The link demonstrates the availability of evidence in regard to a conspiracy; however, *“according to US intelligence”* stands for vague and generic phrases aimed to rather manipulate an audience that gives precise details. Usually, the media does not differentiate what is supposed to happen and real facts. Accordingly, severe propaganda presents the desired state of affairs as pieces of news. People do not have an opportunity to analyse the received information. In addition, any author has an opportunity to hide behind questionable sources of information to shift full responsibility for the veracity of the statements onto the origin which cannot be verified.

The selection of information presupposes that the reader is now aware of particular names of people who contribute to the newsmaking process. As a result, well-known companies, departments, and organisations which are unable to reflect the collective opinion because of the number of their members take responsibility for big pronouncements. *“After several days of talks with their members, House Republican leaders have not been able to identify a debt ceiling package that could pass with only GOP support, according to multiple senior aides”* (“US House and Senate...”, 2020). Senior aides belonging to a closed society inspires confidence about the piece of news. This means of manipulation does not allow exercising critical thinking over the news or inspecting the insider witnesses.

The technique based on references to unverified information also includes generic information to create an effect of social inclusion. One of the most prevalent

tools to give the appearance of great participation is to use quantitative adjectives, stable expressions designating a number of people, adverbs such as “many”, “lots”, “most”, “the significant part”, “majority”, “predominantly”, “mainly”, “largely” and so on.

The scandal surrounding J. K. Rowling’s disputable tweets about the transgender community has created a global sensation in western mass media. Former ‘Harry Potter’ stars, as well as the author's fans, were publicly divided into two groups either supporting the writer or condemning the tweets. A set of mainstream media has supported the criticism against Rowling illustrating her as intolerant, bigoted, and narrow-minded. This position is reinforced by multiple manipulative articles on the issue. One of the tasks of the propaganda is to demonstrate the intense public backlash against her tweets. *“Rowling continued to double down even after the posts were widely perceived as transphobic, misinformative and hurtful”* (Yasharoff, 2020). The usage of the adverb “widely” absolutely destroys the objectivity in the utterance since the given information represents a completely lopsided way to cover the incident. This technique promotes to select one party of the conflict as a correct one not broadcasting the message of the other party. Such a tactic helps to persuade the public that all people are against one person; as a result, the reader tends to follow the prevailing majority being allegedly correct.

The desired state of affairs is presented by the media as a *fait accompli*. This kind of propaganda is usually presented under the guise of news or case studies. This reduces the criticality of perception.

Newsmakers prefer using words and phrases deprived of accurate reporting in order to appeal to the emotion of people. Thus, the information in the media produces powerful emotional responses from an audience, weakening the capacity to analyse. *“When the New York Police Department tried to reduce violent crime by stopping pedestrians, questioning them, and patting them down for weapons, the overwhelming majority of the people subjected to such treatment were black or Hispanic”* (Sullum, 2020). As well as in the previous example, ‘the overwhelming

majority' does not refer to actual data but impinge societal attitudes to the subject matter. This particular utterance promotes an idea that the New York Police Department is guided by the stereotypical thinking in respect of African American and Latin American. Consequently, the choice to emphasize only on these nationals in the piece of news contributes to public disaffection with the police force.

**2.2.2. The usage of passive voice.** The grammatical form is crucial in the perception and understanding of the situation. The choice of active or passive pledge may have an implicit effect on the perception of the causal relationship by the addressee. The syntax of the sentence reflects the distribution of semantic roles of the participants of the event, it can be the order of words or different functional correlation of elements (subject, object).

In the active pledge, the attention is focused on the agent, in the passive pledge on the patient. The form of the active pledge directly expresses the process itself, because the process is inseparable from the agent, the latter, as a rule, is expressed explicitly. Whereas the form of the passive pledge hides the generation of the process from the outside.

Many journalists use the uncertainty of the passive form, which adds some vagueness to the statement. Thus, the syntactic position defining the action and implying the subject exists. However, this does not indicate the characteristic of an active subject.

We use forms of the active or passive voice that basically mean the same thing, but they are not completely synonymous in all respects. As a result, both constructs are used in the media for different purposes; therefore, the presence of both constructions comes across in media texts. Typically a person or object that is in the centre of attention at the moment, it becomes the subject of the sentence, and the verb should receive, respectively, the form of the activity or the form of the passive voice.

Spenser A. (1997) analyzed all the cases of the use of the passive voice encountered in a coherent text and found the following reasons for choosing the

passive voice. (p. 155). However, while some of the reasons are based on the lack of information, the other is related to deliberate omission or selection of the data.

The first reason presupposes that the active subject is unknown or cannot be easily established. Very often the active subject is a “generalized person”: it is known. *“Horror at Kensington Palace: Corpse is found in the ornamental lake outside William and Kate's London home”* (Eden, 2020). The journalist does not have a necessity to focus on a person, having discovered a body, since it could shift the attention from the incident. Moreover, that person does not have any weight in the further investigation given in the article, therefore, the author of the article does not overburden with additional details.

The second reason is aimed to avoid repetition when the active subject is found out from the context. *“And when they were frisked, which happened about half the time, police almost never found guns and rarely discovered weapons of any kind”* (Morris, 2019). In the second part of the utterance, we find out that officers are the one who searches people. In this way, the author adheres to the principle of public style.

The third reason has the potential manipulative nature to conceal separate details due to which the active subject is not mentioned in the context. Speakers prefer using the passive voice to emphasize the action but omit the person since it might evoke new questions. Trump persuades people that *“a wall that is desperately needed”* (Trump, 2019).. The particular grammatical form helps to evade providing names of those who require additional protection from the government. Consequently, the president designates the wall as a necessary tool for everyone, so each member of society should believe in an urgent need to build the security system.

The next example illustrates how the passive voice is capable executed to manipulate the public opinion. *“Data assembled by Acled has been viewed as a reliable source of information on the death toll in Yemen, civilian killed by governments in Africa and political violence against women, among other conflicts”* (Beckett, 2020). An expression “Data assembled by Acled is a reliable source of information” demands confirmation and implies responsibility for the validity of

these data. While, the given utterance is positioned as a matter of fact, since there is somebody who has defined the company credible. Nevertheless, both examples do not include the information who performs the action obfuscating people.

The fourth reason serves as a means of verbal influence indicating the active subject in the passive construction. Accordingly, the speaker has an opportunity to change emphasises highlighting what should be noticed. Apparently, the choice of grammatical form depends on the author's preferences to focus on either the subject or the object in the sentence. The usage of the passive voice stands for intention to deemphasize the person and blurs the meaning of the sentence. *“Two hours later Sargeant was suspended by the Labour party, again pending an investigation”* (Morris, 2019). The object technically becomes the subject to minimise the role of the real actor in the process.

In general, syntactical peculiarities of a sentence composition possesses an implicit meaning of what information should be emphasized in the sentence. Compound and complex structures including at least two parts divide a sentence into several logical utterances highlighting one of them. Conjunctions and prepositions, a particular order, punctuation subconsciously drew the reader's attention two a certain phrase generating predetermined conclusions. For instance, a compound sentence connected with 'but' foreground the second part as more significant: *“Another woman while dining out has condemned their ‘bullying’ tactics and admitted that she ‘felt fear’, but insisted it has not affected her support for the movement”* (Tanno, 2020). The author finishes the utterance with the emphasis of approving the movement despite its threatening actions by physical violence and bullying.

The general atmosphere of glorifying the movement and decrying government intervention does not allow objectively considering the recent events about the Black Lives Matter protests. Consequently, even explicit contravention and abuse provided by members of the movement are alleviated by particular media sources.

**2.2.3. Blocking the information.** The selection of an advantageous point of view leads to specific coverage of what should be announced while unfavourable

events, data, statistics, and details are omitted by journalists. A culture of silence stands for a prevailing means to influence the public's opinion and attitude to a certain issue. People do not have an opportunity to be a witness or to check a situation on their own, therefore their assessment is based on the most truthful information. The lack of data results in the misleading perception of the discussed problem.

Pro-government and anti-government media giants content for collective attention and support. Thus, they disclose the information that accord with their doctrine, omitting the opposite opinions. The article which is devoted to anti-government protests unveils what harm the authoritative forces cause *“They documented 392 incidents this summer in which government authorities used force on Black Lives Matter demonstrators”*. *“...using teargas, rubber bullets and pepper spray or beating demonstrators with batons thereascherched found”* (Beckett, 2020). However, the author does not provide the similar data analysis revealing how many times the demonstrators resort to force against the police and attack the officers. Pro-government sources adhere to the same tactic gloss over the facts that can disparage their ideology.

**2.2.4. Numerical information.** The widespread use of numerical information in media texts has already given an impetus to a new genre in mass media based on data collection and processing. Journalists deal with statistics, percentage reports converting them into a clear structure in the form of maps, schemes, diagrams, graphics, and verbal text comprehensible for human perception. A new tendency to insert numerical data in pieces of news correlates with the increased interest in accurate figures. Exact numbers are usually associated with hard sciences characterised by objectivity and scientific approach. Accordingly, the article including statistical evidence meant to be scientific and truthful in the collective consciousness.

The numbers are significantly seen against the background of the text, thus they attract more attention of the reader and are better deposited in the minds of people. This feature pushes the media people to skillfully present statistics in order

to distort reality, to take one of the sides, exaggerating or underestimating the numbers, and also to evoke the necessary emotional reaction for the addressee. "The secret language of statistics, so appealing in a fact-minded culture, is employed to sensationalize, inflate, confuse, and oversimplify" (Huff, 1993). As a consequence, numerical information serves as a manipulative tool to palter with facts and perform as imaginary arguments to persuade the public. In addition, people consider refraining from rounding in favour of exact values in articles convincing evidence of their reliability eliminating critical reflection.

Numerical protests and demonstrations all over the United States have evidence that statistics and percentage play a significant role in mass media. Thus, news sources which express support for demonstrators highlight not only the number of participants in march but their peaceful intentions. "*In stark contrast to rightwing claims, 93% of demonstrations have involved no serious harm to people or property*" (Beckett, 2020). The article opposes contradictory statements aimed to discredit allegedly peaceful demonstrations referring to their own percentage different from their opponents' numbers. Ninety-three per cent stands for remarkable figures to serve as a solid argument in the dispute, although their precision instead of "nearly a hundred per cent" manipulates the public attitude to the protesters.

In some cases, numbers can serve as a visual aid to compare two items. People tend to visualize the number of policemen "more than 400 officers had been deployed to stop the mass looting" and offenders "more than 100 people were arrested for charges including looting" which appear in one context. The speaker contrasts the police forces to the participants in the march to foreground a noticeable quantitative advantage.

In the president's statement, D. Trump (2019) also resorts to accurate numbers in his speech to make an impression on an audience. "*The biggest change we make is to increase the proportion of highly skilled immigration from 12 per cent to 57 per cent, and we'd like to even see if we can go higher*". In this instance, numerical information convinces the viewers that the plan is workable and manageable

regardless of the unbelievable outcome. The accomplishments provided by the speaker are underpinned by an unrounded percentage representing precise calculation and therefore reliable data in general.

**2.2.5. Historical allusions.** The allusion also refers to a number of techniques for selecting information for the purpose of manipulating public opinion, since this is a technique that is a conscious use of certain phenomena, facts, persons, calculated for the emergence of associative implications.

The use and functioning of allusions is characteristic of ideological texts, propaganda, dictum, manipulation. In this style, the appearance of allusions, like quotes, links, is always justified: it is designed to attract attention, accentuate, make the accompanying text brighter.

The allusion is also a stylistic technique of rhetorical enhancement of speech, which can both intimidate the reader, whip up fears, and cause an unreasonable feeling of pride or victory.

Many politicians draw a parallel between the current subject of discussion and some historical event in order to evoke strong associations in people who are worried about the outcome. They come up with a model of upcoming events based on the experience of past years but discard or specifically ignore the difference in historical contexts. Such tactics are aimed at extracting beneficial facts for their argumentation.

The reader will use the cognitive understanding in order to establish the correlation of the mention with a specific incident in the current situation, and then he already transfers his assessment from the historical fact to the topic under discussion. It helps the manipulator to establish necessary associations with a particular issue in people's minds and predetermine their reaction. In other words, historical parallels distinguish what is good and what is wrong in the speech without an explicit judgement.

The president of the USA prefers to insert special historical references into his speeches to amplify the key moments and the people's attention. In his recent statement devoted to the implementation of a new immigrant plan, D. Trump uses



positive associations and symbols in one context with a system of immigration. *“It will help all of our people, including millions of devoted immigrants, to achieve the American Dream”* (Trump, 2019). The expression is well-known by Americans since it implies a set of ideas representing freedoms and opportunities. Consequently, each civilian tends towards the realization of the Dream. The concept of a vague and loosely defined dream wanted by each person imposes its association on immigrational reforms that could help to achieve the American Dream.

The president artfully selects the information to put emphasis in the speech, although his examples do not cover all historical events. Thus, he states that *“Throughout our history, we proudly welcomed newcomers to our shores”* (Trump, 2019).. However, the country’s authorities have always provided numerous restrictions in order to constraint the number of immigrants. Those limits led to unfair conditions of living and difficult access to the continent for people virtually selling them into slavery. Nevertheless, in Trump's speech, dramatic pages of American history are omitted to promote a new policy.

### **Conclusions to Chapter Two**

Thus, our analysis of newspapers has shown that the manipulation of information in media is carried out through distortion, selection and silence.

Distortion of information is realized with the help of such speech techniques as hanging labels, which contribute to the fact that these labels take root for a long time and become familiar, everyday words, sometimes replacing, displacing others — related, but less aggressive concepts.

An equally widespread way to control the consciousness of citizens through verbal influence is the use of the communicative category “friend or foe”. Thus, the choice of pronoun can be determined by the ideological position of the addressee. The pronouns "we and they" demonstrate

orientation of the speaker in the political space, contribute to unification or alienation.

Then, labels are most often used to create a more aggressive image, euphemisms, on the contrary, blur the true meaning of the word and present it, albeit in a polar image, but still distorted. In our research, we can see that euphemisms serve as a means of rethinking the phenomena of reality and can be used not only for the sake of tact but also for the purpose of verbal impact on the addressee.

Expressive means of language including repetitions, rhetorical questions, irony are also used for manipulative purposes. Using repetition information is stronger fixed in the mind of the addressee and the impact on the reader is more enhanced. Humour can not only disarm an opponent but also discredit information, presenting it as absurd and unserious.

We attributed the use of information selection methods to unauthorized information. Links to an unknown source or not specified, have an impact on the reader and do not allow him to critically view the statement and create the illusion of the reliability of the information. At the same time, journalists and authors do not bear any responsibility if what is said turns out to be a lie. The inclusion of digital information in the text also increases the level of confidence among readers, who rely on statistics and accurate percentages without checking sources. The appeal to historical facts serves to draw parallels in order to establish a cognitive association with events in the present tense and create a certain attitude among people. Choosing grammatical constructs, especially the passive voice, can also help avoid responsibility or divert the attention of readers. The methods of information selection can be attributed to the default or blocking of some data using a certain set of lexical, morphological, syntactic and other linguistic means.

In general, there is still no universal classification of means and techniques for manipulating information. We have depleted several ways of analyzing manipulation presented by different scientists. As society learns to define new tactics of influencing them, new strategies appear to confuse or influence public opinion. Therefore, the list of existing manipulative techniques is constantly replenished and modified.

## GENERAL CONCLUSIONS

The ambiguity of the attitude of different scientists belonging to different linguistic schools predetermined the ambiguity of the definition of the concept of "discourse". Attempts to differentiate this concept have been made repeatedly. So, for example, at first, discourse could be tracked like a text in a certain situation. That is, we can say that the concept of discourse in the context of human activity was determined by the two most important functions of language - cognitive and communicative. Thus, our research is based on psycholinguistic and pragmatic concepts.

Manipulation involves a hidden impact on the participants in communication, through a special speech manipulation, that is the selection and linguistic means, with the help of which a latent, unconscious effect is achieved by the addressee. The main signs of manipulation are the hidden nature of the influence; the desire to subordinate the addressee to his will, to change his views, ideas, etc., proficiency in language and psychological skills; special speech organization of the text, contributing to the emergence of delusions in the mind of the interlocutor; the addressee's lack of a defensive reaction and the creation of the illusion of independent decision-making.

Taken together, all these features distinguish speech manipulation from other forms of influence (rhetorically organized speech, linguistic demagoguery, propaganda and neurolinguistic programming).

In modern society, speech manipulation is used in almost all spheres of language use, but especially actively it rises in election campaigns, ideological propaganda, print and television media, advertising, training, psychotherapy. In general, in these areas, speech manipulation is aimed at the formation of certain preferences, tastes, needs, prejudices, stereotypes beneficial to the manipulator among a wide audience. In mass communication, the most important tool for influencing the audience is the media. They control public opinion and behaviour.

Speaking about the methods of speech manipulation, it should be emphasized that different researchers distinguish different sets of these components.

There are a number of linguistic phenomena at different levels of the language that have a strong influencing potential.

The information transmitted in the modern press is not always reliable and complete, which makes it possible to create such an idea of reality that is necessary for the publication. A reader who uncritically perceives newspaper information is inclined to trust someone else's opinion, a particular publication or a journalist, and is most susceptible to influence from the print media. Therefore, the effectiveness of this kind of influence is achieved not only with the ability to skillfully use the resources of the language, but also due to the lack of a defensive reaction in the addressee.

Despite the fact that the manipulative capabilities of the language are increasingly becoming the object of various linguistic studies, the main difficulties in studying the phenomenon of manipulation of information in the media are still preserved. They are due to the interdisciplinary nature of the research subject, the mixing of various methods of influence in speech practices and the lack of a generally accepted classification of means and methods of manipulation in linguistics. Concrete research also borders on political discourse, which is characterized by a complex formation, with a clear genre structure, objectified both in oral and written forms. Political media discourse performs certain functions in society: informative, argumentative, persuasive, controlling, etc. Therefore, in this field, the manipulative potential of various linguistic means is actively realized.

In their works on speech influence, different scientists have tried to analyze and classify the use of different structures of language to achieve the speaker's goal. The abundance of linguistic means does not make it possible to follow only one strategy of defining manipulation in speech. Thus, in our study, we examined the means of manipulation at each level of the language, and the ways to manipulate information and the symbiosis of the previous approaches in Blakar's "instruments of power".

Modelling in the mind of a citizen is characterized by the process of stereotyping, the actualization of the basic cognitive opposition "friend or foe", the rethinking of an aggressive vocabulary for the purpose of euphemizing, rhetorical questions, repetition and humour.

The selection of information, in our opinion, is carried out using such techniques as the use of unauthorized information, links to the testimonies of participants and eyewitnesses of events, a link to an authoritative opinion, the inclusion of digital information in the text and an appeal to historical facts. However, the study of manipulation is not limited to our research.

The list of existing methods of exposure is constantly updated and more complicated. A promising direction for future research lies in the following tasks:

- the study of other discourses from the same point of view;
- identifying and comparing the reasons for the formation of a negative or positive assessment of events;
- establishing the relationship between the techniques and genres of articles.

## RÉSUMÉ

Дослідження на тему «Психолінгвістичні особливості мовленнєвої маніпуляції в сучасному англomовному діалогічному дискурсі» присвячене вивченню лінгвістичних та паралінгвістичних засобів маніпуляції у мовленні, які виражені на кожному мовному рівні та відіграють роль у реалізації мовленнєвого механізму. Дослідження виконано зі зверненням до теоретичних засад риторики, психолінгвістики, прагматики, фонетики, лексикології та теоретичної граматики. Маніпуляція розглядається як лінгвістичний феномен, що складається з декількох загальноприйнятих елементів. Дипломна робота складається зі вступу, двох розділів, загальних висновків та списку літератури.

Перший розділ «**The theoretical footing to manipulation in modern discourse**» («Теоретичні засади маніпуляції в сучасному англійському дискурсі») – теоретичний. У ньому розглядаються основні положення дискурсу, визначення поняття маніпуляції та її механізм, розглянуті різні підходи до вивчення особливостей маніпуляції та класифікації, проаналізовані прагматична інтерпретація вербальних та невербального впливу.

Другий розділ «**Psycholinguistic properties of manipulation in modern English discourse**» («Психолінгвістичні ознаки маніпуляції в сучасному англійському дискурсі») являє собою практичне дослідження. У ньому представлено аналіз реалізації маніпуляції в медійному та політичному дискурсах, принцип роботи механізму маніпуляції та її вплив на когнітивні процеси.

*Ключові слова:* маніпуляція, прагматичні риси, вербальний вплив, селекція та спотворення інформації, кодування.

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