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Term Paper

**“PRAGMATICS OF THE HYPNOTIC FUNCTION IN ENGLISH”**

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## Contents

INTRODUCTION.....	4
<b>CHAPTER 1. THEORETICAL FOUNDATIONS OF THE HYPNOTIC FUNCTION IN ENGLISH .....</b>	<b>6</b>
1.1 Concept of hypnosis and hypnotic communication.....	6
1.2 Linguistic and pragmatic aspects of hypnotic language .....	8
1.3 Structural and functional features of hypnotic texts .....	10
<b>CHAPTER 2. HYPNOTIC STRATEGIES AND TACTICS IN ENGLISH.....</b>	<b>13</b>
2.1 Usage of hypnotic words and phrases .....	13
2.2 Role of voice and intonation in the hypnotic process .....	15
2.3 Metaphors and analogies in hypnotic discourse .....	17
<b>CHAPTER 3. THEORETICAL ASPECTS OF HYPNOTIC FUNCTION IN DIFFERENT CONTEXTS OF CONTEMPORARY ENGLISH DISCOURSE... .....</b>	<b>20</b>
3.1 Hypnotic function in persuasive communication: Advertising and marketing theory .....	20
3.2 Hypnotic function in shaping public opinion: Theoretical approaches to political discourse .....	23
3.3 Hypnotic function in storytelling: Theoretical perspectives on literature and film .....	26
<b>CONCLUSIONS .....</b>	<b>29</b>
<b>REFERENCES.....</b>	<b>31</b>

## INTRODUCTION

The study of language and its potential impact on human cognition, behavior, and emotions has always been a subject of great interest for linguists, psychologists, and scholars from various fields. One such area of exploration is the hypnotic function of language, which has been utilized by various professionals, including therapists, advertisers, politicians, and writers, to elicit desired responses or induce specific mental states in their target audience. The hypnotic function of language is characterized by the strategic use of words, phrases, and intonation to create a state of heightened suggestibility, focused attention, and increased receptiveness to ideas and suggestions. In the context of the English language, the pragmatic aspects of the hypnotic function have not been extensively explored, which underscores the significance and timeliness of this research.

The **topicality** of the study is to examine and analyze how hypnotic language is used in English communication and its effects on the listener.

The **object** of the study is the hypnotic function of language in present day English.

The **subject** of the study is the pragmatic aspect of the hypnotic function of language in present day English.

The primary **aim** of this study is to provide a comprehensive analysis of the pragmatic aspects of the hypnotic function in English, focusing on the theoretical foundations, linguistic strategies, and the application of hypnotic function in various contemporary discourse contexts. By examining the hypnotic function from a linguistic and pragmatic perspective, this research seeks to contribute to the understanding of how the English language can be used to influence thoughts, emotions, and behaviors in different communicative situations.

To achieve this goal, the study has set forth the following three **objectives**:

1. To explore the theoretical foundations of the hypnotic function in English, encompassing the concepts of hypnosis and hypnotic communication, linguistic and pragmatic aspects of hypnotic language, and the structural and functional features of hypnotic texts.

2. To identify and analyze the hypnotic strategies and tactics employed in English, focusing on the usage of hypnotic words and phrases, the role of voice and intonation in the hypnotic process, and the use of metaphors and analogies in hypnotic discourse.
3. To examine the theoretical aspects of hypnotic function in different contexts of contemporary English discourse, specifically in persuasive communication (advertising and marketing theory), shaping public opinion (theoretical approaches to political discourse), and storytelling (theoretical perspectives on literature and film).

**Methods.** To address these objectives, this study employs a combination of qualitative and quantitative research methods, including a thorough literature review, discourse analysis, and content analysis. The literature review aims to provide an overview of the existing research on the hypnotic function in language, while the discourse and content analyses will be used to identify and investigate the specific linguistic features, strategies, and tactics that contribute to the hypnotic function in English.

**Compositionally,** the structure of this study is organized into three main chapters, each focusing on one of the objectives mentioned above. The first chapter delves into the theoretical foundations of the hypnotic function in English. The second chapter investigates the hypnotic strategies and tactics used in English, while the third chapter examines the theoretical aspects of the hypnotic function in various contemporary discourse contexts.

**In conclusion,** this study aims to contribute to the existing body of knowledge on the hypnotic function in language and provide valuable insights into the pragmatic aspects of the hypnotic function in English. By doing so, it is hoped that this research will not only advance our understanding of the hypnotic function of language but also

inform the practices of professionals who utilize hypnotic techniques in their respective fields.

## **CHAPTER 1. THEORETICAL FOUNDATIONS OF THE HYPNOTIC FUNCTION IN ENGLISH**

### **1.1 Concept of hypnosis and hypnotic communication**

Hypnosis is defined as a procedure during which a trained professional suggests changes in sensations, perceptions, thoughts, feelings, or behaviors to individuals who are in a relaxed and focused state of attention. It involves a collaborative relationship between the hypnotist and the person being hypnotized (Lynn, S. J., Kirsch 2000,p.239). The concept of hypnosis has its roots in the work of Austrian physician Franz Anton Mesmer, who developed the theory of "animal magnetism" in the 18th century. However, the modern understanding of hypnosis can be traced back to the 19th-century research of Scottish surgeon James Braid, who coined the term "hypnotism" and debunked Mesmer's theory by demonstrating that the hypnotic state is a psychological phenomenon rather than a magnetic one (Orne).

Hypnotic communication induces hypnosis: a state of consciousness involving focused attention and reduced peripheral awareness characterized by an enhanced capacity for response to suggestion (Elkins, Barabasz 2015). This form of communication is intended to facilitate a mental state conducive to accepting suggestions and ideas, bypassing the conscious mind's critical and analytical faculties. Hypnotic communication is not only employed by clinical hypnotherapists for therapeutic purposes but also utilized in various other contexts, such as advertising, political discourse, and storytelling, to persuade, influence, and shape the thoughts, emotions, and behaviors of the target audience. One of the key concepts in hypnotic communication is the "hypnotic trance," a mental state in which the subject

experiences increased focus, relaxation, and suggestibility. While the nature and depth of trance can vary greatly among individuals and contexts, it is generally agreed that the hypnotic trance is a natural and common human experience. For example, daydreaming, being absorbed in a book, or becoming engrossed in a movie can all be considered forms of hypnotic trance.

Hypnotic communication can be divided into two main categories : direct and indirect ("Hypnosis and Hypnotherapy"). Direct hypnotic communication involves explicit suggestions and commands, such as "you are feeling sleepy" or "your arm is becoming heavy." Indirect hypnotic communication, on the other hand, employs more subtle linguistic techniques, such as metaphors, analogies, and stories, to indirectly influence the subject's thoughts and behaviors without the need for overt suggestions. Indirect hypnotic communication is often associated with the work of American psychiatrist Milton H. Erickson, who developed a unique therapeutic approach known as Ericksonian hypnotherapy. It is an approach to hypnotherapy that emphasizes utilizing the individual's unique experiences, strengths, and resources. It is characterized by indirect suggestions, metaphorical storytelling, and tailored interventions that aim to bypass conscious resistance and engage the unconscious mind (Erickson, Rossi 1979). In the context of English, the hypnotic function of language is closely related to the principles of hypnotic communication. The English language, like any other language, can be employed in various ways to induce a hypnotic state or facilitate the acceptance of suggestions and ideas. The pragmatic aspects of the hypnotic function in English involve the study of how language can be strategically used to create a hypnotic effect, which encompasses the choice of words, phrases, syntactic structures, and non-verbal cues, as well as the role of context and cultural factors in shaping the hypnotic experience.

In summary, the concept of hypnosis and hypnotic communication serves as a foundation for understanding the hypnotic function in English. By examining the

principles and techniques of hypnotic communication, we can gain valuable insights into how the English language can be used to create a hypnotic effect, ultimately influencing the thoughts, emotions, and behaviors of the target audience. In the following sections, we will delve deeper into the linguistic and pragmatic aspects of hypnotic language, as well as the structural and functional features of hypnotic texts, to provide a comprehensive understanding of the theoretical foundations of the hypnotic function in English.

## **1.2 Linguistic and pragmatic aspects of hypnotic language**

The hypnotic function of language involves the strategic use of linguistic and pragmatic features to create a hypnotic effect, inducing a state of heightened suggestibility and focused attention in the listener or reader. In this section, we will explore the linguistic and pragmatic aspects of hypnotic language, focusing on the lexical, syntactic, and discourse features that contribute to its hypnotic (Македонова 2017, c.229):

1. Lexical aspects. One of the key lexical features of hypnotic language is the use of specific words and phrases that have a suggestive or evocative quality. These words, often referred to as "hypnotic words," can elicit specific emotional, cognitive, or physiological responses in the listener or reader. Examples of hypnotic words in English include "relax," "imagine," "deep," and "comfortable." The use of such words can help create a mental state conducive to accepting suggestions and ideas, making them an essential component of hypnotic communication.

2. Another aspect of hypnotic language is stylistic, i.e. the use of repetition and patterns. Repeating words, phrases, or ideas can create a sense of familiarity and induce a trance-like state, as the listener's or reader's mind becomes more focused on



the repetitive elements. Patterns can also be created through the use of parallelism, antithesis, and other rhetorical devices, which can further enhance the hypnotic effect.

3. Syntactic aspects. The syntactic features of hypnotic language involve the strategic use of sentence structure and word order to facilitate the hypnotic effect. One common syntactic feature is the use of simple and clear sentences, which allows the listener or reader to process the information easily and focus on the message without being distracted by complex grammar.

4. Another syntactic aspect of hypnotic language is the use of nominalizations, which are abstract nouns derived from verbs or adjectives (e.g., "relaxation" instead of "relax"). Nominalizations can create a sense of distance and objectivity, making the suggestions or ideas presented in the hypnotic communication seem more universal and less personally directed.

5. Additionally, hypnotic language often employs embedded commands, which are imperative statements hidden within a larger sentence structure. For example, the sentence "You might find yourself feeling more relaxed as you listen to my voice" contains the embedded command "feel more relaxed." Embedded commands can be an effective way of bypassing the listener's or reader's conscious resistance to direct suggestions.

6. Discourse aspects. At the discourse level, hypnotic language relies on specific strategies and structures that facilitate the hypnotic effect. One of the most prominent discourse features is pacing and leading, a technique that involves establishing rapport with the listener or reader by initially matching their experience (pacing) and then gradually introducing new ideas or suggestions (leading).

7. Another important discourse aspect of hypnotic language is the use of ambiguity and vagueness. By employing ambiguous or vague language, the hypnotist can create a sense of uncertainty, which can make the listener or reader more receptive to

suggestions and ideas. Ambiguity and vagueness can be achieved through the use of unspecified referents, open-ended statements, and metaphorical language.

In conclusion, the linguistic and pragmatic aspects of hypnotic language involve the strategic use of lexical, syntactic, and discourse features to create a hypnotic effect. By understanding these aspects, we can gain valuable insights into the mechanisms through which the hypnotic function of language operates and how it can be utilized effectively in various communicative contexts. In the next section, we will explore the structural and functional features of hypnotic texts, further expanding our understanding of the theoretical foundations of the hypnotic function in English.

### **1.3 Structural and functional features of hypnotic texts**

Hypnotic texts are characterized by specific structural and functional features that contribute to their hypnotic effect, engaging the reader or listener in a state of heightened suggestibility and focused attention. In this section, we will examine the structural components and functional elements that make a text hypnotic, providing a comprehensive understanding of the key principles underlying the hypnotic function in written and spoken language.

The structure of hypnotic texts can vary greatly depending on the context and purpose, but some common features can be identified. One of these features is a clear and coherent organization, which facilitates the reader's or listener's comprehension and allows them to focus on the message without being distracted by disorganized or irrelevant information. This can be achieved through the use of headings, subheadings, and logical transitions between ideas. Another structural feature of hypnotic texts is the use of rhythm and pacing. Just as in spoken hypnotic communication, the rhythm and pacing of a written text can play a crucial role in

inducing a hypnotic state. This can be achieved through the use of parallelism, repetition, and varying sentence length, which creates a rhythmic pattern that engages the reader or listener and fosters a trance-like state. Furthermore, hypnotic texts often employ sensory-rich language, vivid imagery, and detailed descriptions that engage the reader's or listener's senses and imagination. By providing a rich and immersive sensory experience, hypnotic texts can create a more compelling and persuasive message, facilitating the acceptance of suggestions and ideas (Корнєєв, Непийвода 2005,с.25).

The functional features of hypnotic texts are closely related to their intended purpose and the specific techniques employed to achieve the hypnotic effect. Some common functional elements in hypnotic texts include (Heap 2012):

- **Induction.** Hypnotic texts often begin with an induction, which serves to establish rapport with the reader or listener and create a mental state conducive to accepting suggestions and ideas. Inductions can take various forms, such as relaxation exercises, visualization techniques, or focusing on the breath.
- **Deepening.** After the induction, hypnotic texts often include deepening techniques, which are designed to intensify the hypnotic state and increase the reader's or listener's suggestibility. Deepening techniques can involve the use of progressive relaxation, countdowns, or metaphorical journeys, among others.
- **Suggestion.** The core component of hypnotic texts is the presentation of suggestions and ideas, which can be either direct or indirect. Direct suggestions are explicit statements that convey the desired outcome or behavior, while indirect suggestions use more subtle linguistic techniques, such as metaphors, analogies, or stories, to convey the message indirectly.
- **Reinforcement.** Hypnotic texts often include reinforcement techniques, which serve to strengthen the suggestions and ideas presented and increase their likelihood of being accepted and acted upon. Reinforcement can be achieved

through repetition, affirmation, or the use of post-hypnotic suggestions, which are instructions to be carried out after the hypnotic session has ended.

- Termination. Hypnotic texts typically conclude with a termination phase, which brings the reader or listener back to a more alert and conscious state while reinforcing the suggestions and ideas presented during the hypnotic experience. Termination can involve the use of countdowns, awakening suggestions, or positive affirmations.

In conclusion, the structural and functional features of hypnotic texts provide a framework for understanding the principles and techniques underlying the hypnotic function in written and spoken language. By examining these features, we can gain valuable insights into the mechanisms through which hypnotic texts achieve their effect and how they can be utilized effectively in various communicative contexts. With the theoretical foundations of the hypnotic function in English established, the following chapters will delve into the specific hypnotic strategies and tactics employed in English.

## CHAPTER 2. HYPNOTIC STRATEGIES AND TACTICS IN ENGLISH

### 2.1 Usage of hypnotic words and phrases

The hypnotic function of language relies on the strategic use of specific words and phrases that have the power to induce a state of heightened suggestibility and focused attention in the listener or reader. In this section, we will explore the usage of hypnotic words and phrases in English, highlighting their role in creating a hypnotic effect and examining the specific linguistic techniques employed to achieve this goal.

Hypnotic words, also known as "power words" or "suggestive words," are terms that carry a strong emotional, cognitive, or physiological impact. These words can elicit specific responses in the listener or reader, making them more receptive to the suggestions and ideas presented in the hypnotic communication. Hypnotic words can be categorized into several groups, based on their intended effect ("801 Power Words"):

**Emotion-evoking words:** These words are designed to elicit a specific emotional response in the listener or reader. Examples of emotion-evoking words in English include "love," "joy," "fear," and "anger." By engaging the listener's or reader's emotions, these words can create a more persuasive and immersive hypnotic experience.

**Sensory words:** Sensory words appeal to the listener's or reader's senses, engaging their imagination and creating a vivid, immersive experience. Examples of sensory words in English include "smooth," "warm," "bright," and "crisp." By providing a rich sensory experience, these words can make the suggestions and ideas presented in the hypnotic communication more compelling and memorable.

**Action words:** Action words are designed to encourage the listener or reader to take specific actions or adopt certain behaviors. Examples of action words in English

include "imagine," "focus," "relax," and "believe." By providing clear and direct instructions, these words can increase the likelihood of the listener or reader accepting and acting upon the suggestions presented in the hypnotic communication.

**Ambiguous words:** Ambiguous words are terms with multiple meanings or interpretations, which can create a sense of uncertainty and make the listener or reader more receptive to suggestions and ideas. Examples of ambiguous words in English include "change," "discover," "experience," and "grow." By employing ambiguous language, the hypnotist can bypass the listener's or reader's conscious resistance and facilitate the acceptance of suggestions and ideas at a subconscious level.

In addition to hypnotic words, specific phrases can also be employed to create a hypnotic effect. These hypnotic phrases often involve the use of specific linguistic techniques, such as ("Embedded Commands in NLP"):

**Embedded commands:** Embedded commands are imperative statements hidden within a larger sentence structure. For example, the sentence "You might notice how easily you can begin to relax now" contains the embedded command "begin to relax." Embedded commands can be an effective way of bypassing the listener's or reader's conscious resistance to direct suggestions.

**Presuppositions:** Presuppositions are statements that assume a particular outcome or belief without directly stating it. For example, the question "How quickly will you notice the benefits of this technique?" presupposes that the listener or reader will indeed experience benefits from the technique. By employing presuppositions, the hypnotist can subtly influence the listener's or reader's beliefs and expectations.

**Tag questions:** Tag questions are short questions added to the end of a statement, which can serve to soften the impact of a direct suggestion and make it more acceptable to the listener or reader. For example, the statement "You can relax

now, can't you?" includes the tag question "can't you?" By using tag questions, the hypnotist can present suggestions in a more persuasive and non-threatening manner.

In summary, the usage of hypnotic words and phrases in English plays a critical role in creating a hypnotic effect and facilitating the hypnotic function of language. By employing specific linguistic techniques and strategically selecting words and phrases with strong emotional, cognitive, or physiological impacts, the hypnotist can engage the listener's or reader's attention, bypass their conscious resistance, and make their suggestions and ideas more persuasive and memorable. In the following sections, we will delve deeper into the other aspects of hypnotic strategies and tactics in English, examining the role of voice and intonation in the hypnotic process, and exploring the use of metaphors and analogies in hypnotic discourse. This comprehensive analysis will provide a more thorough understanding of the hypnotic function in English and offer valuable insights into the practical applications of these techniques in various communicative contexts. Understanding and effectively employing hypnotic words and phrases is essential for anyone seeking to harness the power of hypnotic language in English. By mastering these linguistic techniques, practitioners can create a more compelling and immersive hypnotic experience for their listeners or readers, ultimately enhancing the efficacy of their hypnotic communication in a wide range of contexts, including therapy, marketing, and persuasive communication.

## **2.2 Role of voice and intonation in the hypnotic process**

While the strategic use of hypnotic words and phrases is crucial for creating a hypnotic effect, the role of voice and intonation in the hypnotic process cannot be underestimated. Voice and intonation are essential components of verbal communication, as they convey not only the semantic content of a message but also the speaker's emotions, attitudes, and intentions. In the context of hypnotic

communication, the hypnotist's voice and intonation can significantly impact the listener's receptiveness to the suggestions and ideas presented, as well as their overall hypnotic experience. Several factors related to voice and intonation can influence the hypnotic process, including (КОВТУН):

1. **Tone of voice.** The tone of voice refers to the emotional quality or character of the speaker's voice. A soothing, calming, and reassuring tone can help create a sense of trust and rapport between the hypnotist and the listener, making the listener more open to the hypnotist's suggestions. Conversely, an aggressive, dominating, or condescending tone may alienate the listener and hinder the hypnotic process.
2. **Pitch.** The pitch of the voice is the perceived frequency of the speaker's vocal vibrations. A lower pitch is often associated with authority and credibility, while a higher pitch can be perceived as less powerful or confident. By modulating their pitch, hypnotists can convey a sense of authority and competence, making their suggestions more persuasive and impactful.
3. **Pace.** The pace, or speed, at which the hypnotist speaks can significantly affect the listener's level of attention and suggestibility. A slower pace can induce a more relaxed, trance-like state, while a faster pace can create a sense of urgency and excitement. Hypnotists often use a combination of slow and fast pacing to create a dynamic, engaging hypnotic experience that captures and maintains the listener's attention.
4. **Rhythm and cadence.** Rhythm and cadence are the patterns of stress and intonation in spoken language. By employing rhythmic speech patterns and varying the cadence of their voice, hypnotists can create a more immersive and captivating hypnotic experience. For example, the use of repetitive, rhythmic patterns can induce a trance-like state in the listener, while sudden changes in



cadence can refocus the listener's attention and reinforce the impact of specific suggestions.

5. Pauses and silence. Pauses and silence can be powerful tools in the hypnotic process, as they provide moments of reflection and anticipation for the listener. Strategic use of pauses and silence can emphasize key points, create suspense, or allow the listener to process and internalize the suggestions and ideas presented.
6. Vocal quality. The vocal quality, or timbre, of the hypnotist's voice can also contribute to the hypnotic effect. A clear, resonant voice can command the listener's attention and convey a sense of confidence and expertise, while a weak or strained voice may undermine the hypnotist's credibility.

In summary, the role of voice and intonation in the hypnotic process is crucial for creating an effective hypnotic experience. By skillfully modulating their voice and intonation, hypnotists can establish rapport and trust with their listeners, engage their attention, and enhance the impact of their suggestions and ideas. Developing a strong command of these vocal techniques is essential for any practitioner seeking to harness the power of hypnotic language in English and maximize the efficacy of their hypnotic communication.

### **2.3 Metaphors and analogies in hypnotic discourse**

Metaphors and analogies are powerful rhetorical devices that can significantly enhance the hypnotic function of language by engaging the listener's or reader's imagination, creating vivid mental images, and facilitating the communication of abstract or complex ideas. We will explore the use of metaphors and analogies in hypnotic discourse, highlighting their role in creating a more persuasive and memorable hypnotic experience and examining the specific techniques employed to achieve this goal.

Metaphors are figures of speech that describe one thing in terms of another, usually to convey a specific meaning or evoke a particular emotion. A metaphor is a figure of speech that makes a comparison between two non-similar things ("Metaphor"). For example, the metaphor "time is money" compares time to a valuable commodity, suggesting that it should be used wisely and efficiently. In hypnotic communication, metaphors can be used to ("What Is a Metaphor?"); (Ніколаєнко 2011):

- Create vivid mental images: Metaphors can help listeners or readers visualize abstract concepts or ideas, making them more tangible and relatable. For instance, a hypnotist might use the metaphor of a "healing light" to help a client visualize the process of physical or emotional healing.
- Bypass conscious resistance: Metaphors can be employed to convey suggestions or ideas indirectly, making them less threatening and more acceptable to the listener or reader. By presenting suggestions in a metaphorical form, hypnotists can bypass the listener's or reader's conscious resistance and facilitate the acceptance of these suggestions at a subconscious level.
- Elicit emotional responses: Metaphors can evoke specific emotions in the listener or reader, making the hypnotic experience more immersive and engaging. For example, the metaphor "a heavy burden" can evoke feelings of stress or exhaustion, while the metaphor "a breath of fresh air" can elicit a sense of relief or rejuvenation.

Analogies, on the other hand, are comparisons between two things that share similar characteristics or qualities. Analogies can be used in hypnotic communication to ("The Power and Influence"):

- Simplify complex ideas: Analogies can help listeners or readers grasp complex or unfamiliar concepts by relating them to something more familiar and easily understood. For instance, a hypnotist might use an analogy comparing the

human mind to a computer to explain the process of memory storage and retrieval.

- Facilitate problem-solving: Analogies can be employed to help listeners or readers identify solutions to problems or challenges by drawing parallels with similar situations or experiences. For example, a hypnotist might use an analogy comparing the process of personal growth to the cultivation of a garden, highlighting the importance of patience, perseverance, and nurturing.
- Enhance the persuasive power of suggestions: Analogies can make suggestions more convincing by demonstrating their relevance or applicability to the listener's or reader's own experiences or circumstances. For instance, a hypnotist might use an analogy comparing the process of quitting smoking to climbing a mountain, emphasizing the challenges and rewards associated with overcoming addiction.

In summary, the use of metaphors and analogies in hypnotic discourse can significantly enhance the hypnotic function of language by engaging the listener's or reader's imagination, creating vivid mental images, and facilitating the communication of abstract or complex ideas. By skillfully employing these rhetorical devices, practitioners can create a more persuasive and memorable hypnotic experience, ultimately enhancing the efficacy of their hypnotic communication in a wide range of contexts, including therapy, marketing, and persuasive communication.

## **CHAPTER 3. THEORETICAL ASPECTS OF HYPNOTIC FUNCTION IN DIFFERENT CONTEXTS OF CONTEMPORARY ENGLISH DISCOURSE**

### **3.1 Hypnotic function in persuasive communication: Advertising and marketing theory**

In this chapter, we will delve deeper into the theoretical aspects of the hypnotic function of language in various contexts of contemporary English discourse, starting with its role in persuasive communication, particularly within advertising and marketing theory.

Advertising and marketing professionals have long recognized the power of hypnotic language in influencing consumer behavior and shaping purchasing decisions. The hypnotic function of language in these contexts can be used to create compelling, emotionally charged messages that capture the audience's attention, bypass their critical thinking, and facilitate the acceptance of the advertiser's or marketer's suggestions and claims. Several key principles and techniques from advertising and marketing theory can be linked to the hypnotic function of language, including (Корнєєв, Непийвода 2005):

**Attention and engagement:** Hypnotic language can be employed to grab the audience's attention and keep them engaged with the message. This can be achieved through the use of hypnotic words and phrases, as well as voice and intonation techniques, which create a captivating, immersive experience that captures and maintains the audience's focus. Additionally, the choice of media channels, the design of advertisements, and the strategic timing of campaigns can all contribute to capturing and retaining the attention of target audiences.

**Emotional arousal:** Hypnotic language can be used to evoke specific emotions in the audience, such as desire, fear, or excitement, which can influence their attitudes

and behavior. This can be achieved through the use of metaphors and analogies, as well as emotionally charged words and phrases, which tap into the audience's subconscious associations and feelings. Furthermore, advertisers and marketers may employ visual and auditory stimuli, such as images, music, and sound effects, to enhance the emotional impact of their messages and create a more immersive experience.

**Persuasion and influence:** Hypnotic language can enhance the persuasive power of advertising and marketing messages by bypassing the audience's conscious resistance and facilitating the acceptance of the advertiser's or marketer's suggestions and claims at a subconscious level. This can be achieved through the use of indirect suggestions, embedded commands, and presuppositions, which communicate the desired message without triggering the audience's critical thinking or skepticism. Additionally, the strategic use of testimonials, endorsements, and social proof can further enhance the persuasiveness of advertising and marketing messages by leveraging the power of conformity and credibility.

**Repetition and reinforcement:** Hypnotic language can be employed to reinforce key messages and claims through repetition and patterned speech, which can create a sense of familiarity and trust in the audience. This can be achieved through the use of rhetorical devices such as parallelism, anaphora, and epiphora, as well as the strategic repetition of key words and phrases, which can make the message more memorable and persuasive. Moreover, the consistent use of branding elements, such as logos, slogans, and color schemes, across multiple advertising and marketing channels can further reinforce brand identity and facilitate brand recognition and recall.

**Storytelling and narrative:** Hypnotic language can be used to create compelling narratives and stories that resonate with the audience's experiences, values, and aspirations. This can be achieved through the use of vivid imagery, metaphor, and analogy, as well as the strategic use of voice and intonation techniques, which create

an engaging, immersive narrative experience that captures the audience's imagination and emotions. Additionally, advertisers and marketers may develop and employ brand narratives, archetypes, and characters that embody the values and aspirations of their target audience, fostering a deeper emotional connection and sense of identification with the brand.

In summary, the hypnotic function of language plays a significant role in persuasive communication, particularly within the fields of advertising and marketing. By employing hypnotic language techniques, professionals can create more compelling, emotionally charged messages that capture the audience's attention, bypass their critical thinking, and facilitate the acceptance of their suggestions and claims. Understanding and mastering these techniques is essential for anyone seeking to harness the power of hypnotic language in persuasive communication and maximize the efficacy of their advertising and marketing campaigns. Furthermore, the successful application of hypnotic language in advertising and marketing also requires an understanding of the audience's needs, preferences, and motivations, as well as a comprehensive knowledge of the competitive landscape and the cultural, social, and economic factors that may influence consumer behavior. By combining hypnotic language techniques with a deep understanding of their target audience and a strategic, data-driven approach to campaign planning and execution, advertisers and marketers can create more effective, impactful, and memorable messages that drive consumer engagement, brand loyalty, and ultimately, sales.

In the following sections, we will continue to explore the theoretical aspects of the hypnotic function of language in other contexts of contemporary English discourse, including its role in shaping public opinion through political discourse and its impact on storytelling in literature and film. By examining these diverse applications of hypnotic language, we aim to provide a comprehensive understanding

of its power and potential in shaping human thought, emotion, and behavior across various domains of communication and expression.

### **3.2 Hypnotic function in shaping public opinion: Theoretical approaches to political discourse**

In this section, we will examine the hypnotic function of language in shaping public opinion and explore the theoretical approaches to political discourse that have sought to explain and harness the power of hypnotic language in this context. The utilization of hypnotic language in political discourse has been instrumental in swaying public opinion, mobilizing supporters, and influencing the outcomes of elections and policy debates.

Political discourse is an essential arena for the application of hypnotic language, as politicians and political communicators seek to persuade and influence public opinion and elicit support for their policies, ideologies, and candidates. The hypnotic function of language can be used in political discourse to capture the audience's attention, bypass their critical thinking, and facilitate the acceptance of the speaker's suggestions and claims. Several key principles and techniques from political discourse theory can be linked to the hypnotic function of language, including ("Winning Hearts"); ("Hypnosis In Politics"):

**Framing and agenda-setting:** Hypnotic language can be employed to frame political issues and set the agenda for public debate, shaping the audience's perceptions, attitudes, and beliefs about specific topics. This can be achieved through the strategic use of metaphors, analogies, and emotionally charged words and phrases, which can evoke specific images, associations, and emotions in the audience's minds. By influencing how issues are presented and discussed, politicians can guide public opinion and control the narrative surrounding key topics.

**Identity and values:** Hypnotic language can be used to construct and reinforce political identities and values, creating a sense of belonging and solidarity among the audience members. This can be achieved through the use of inclusive language, repetition, and patterned speech, as well as the strategic employment of voice and intonation techniques, which can create an engaging, immersive experience that resonates with the audience's sense of self and shared values. By aligning themselves with the audience's identity and values, politicians can foster loyalty and support.

**Emotional appeals:** Hypnotic language can be employed to evoke specific emotions in the audience, such as fear, anger, or hope, which can influence their attitudes, behavior, and decision-making. This can be achieved through the use of vivid imagery, metaphor, and analogy, as well as emotionally charged words and phrases, which can tap into the audience's subconscious associations and feelings. By strategically targeting emotions, politicians can motivate their audience to take action, whether it be voting, donating, or advocating for a particular cause or candidate.

**Persuasion and influence:** Hypnotic language can enhance the persuasive power of political messages by bypassing the audience's conscious resistance and facilitating the acceptance of the speaker's suggestions and claims at a subconscious level. This can be achieved through the use of indirect suggestions, embedded commands, and presuppositions, which communicate the desired message without triggering the audience's critical thinking or skepticism. By subtly influencing the audience's thoughts and beliefs, politicians can effectively shape public opinion in their favor.

**Rhetorical devices and style:** Hypnotic language can be used to create a distinctive, memorable political style that captures the audience's imagination and distinguishes the speaker from their competitors. This can be achieved through the use of rhetorical devices such as parallelism, anaphora, and epiphora, as well as the strategic use of voice and intonation techniques, which create an engaging, immersive narrative experience that captures the audience's attention and emotions. By



employing a unique and memorable style, politicians can create a lasting impression and foster a sense of familiarity and trust among their audience.

Media and communication strategies: The effective use of hypnotic language in political discourse is closely linked to the choice of communication channels and media strategies employed by politicians and political communicators. This includes the use of social media platforms, television appearances, speeches, and debates, where the hypnotic function of language can be harnessed to maximize reach, impact, and engagement. The selection of appropriate communication channels and the strategic timing of messages can enhance the hypnotic effects of political discourse and influence public opinion more effectively.

In summary, the hypnotic function of language plays a significant role in shaping public opinion and influencing the outcomes of political processes. By understanding and mastering the principles and techniques of hypnotic language in political discourse, politicians and political communicators can more effectively persuade and influence their audiences, mobilize support, and navigate the complex dynamics of public opinion and political power.

However, it is important to note that the ethical implications of using hypnotic language in political discourse should be carefully considered. While the power of hypnotic language can be harnessed to inspire positive change and promote constructive dialogue, it can also be exploited to manipulate public opinion, deceive voters, and undermine democratic processes. Therefore, a responsible and ethical approach to the use of hypnotic language in political discourse is crucial to maintaining the integrity of democratic institutions and fostering a healthy, informed public debate. In the next section, we will explore the theoretical aspects of the hypnotic function of language in storytelling, focusing on its impact on literature and film. By examining these diverse applications of hypnotic language, we aim to provide a comprehensive understanding of its power and potential in shaping human

thought, emotion, and behavior across various domains of communication and expression.

### **3.3 Hypnotic function in storytelling: Theoretical perspectives on literature and film**

The hypnotic function of language has a profound impact on storytelling, shaping the way stories are experienced and understood by audiences in both literature and film. The power of hypnotic language lies in its ability to captivate the reader or viewer's imagination, evoke emotions, and create an immersive narrative experience that transcends the boundaries of conscious thought and perception. By examining the theoretical perspectives on the hypnotic function of language in storytelling, we can gain a deeper understanding of its influence on the creation and reception of literary and cinematic works.

One of the key elements of hypnotic language in storytelling is the use of vivid, sensory-rich descriptions and imagery that draw the audience into the narrative world. This can be achieved through the use of metaphor, analogy, and other figurative language devices that evoke specific images, emotions, and associations in the audience's mind. By creating a multisensory experience, the hypnotic function of language can transport the audience into the story, enabling them to fully engage with the characters, settings, and events ("Discover The 5 Elements"). Another important aspect of hypnotic language in storytelling is the use of pacing, rhythm, and structure to guide the audience's attention and emotions throughout the narrative. This can be achieved through the use of repetition, parallelism, and other syntactic and stylistic devices that create a sense of flow and continuity in the text or screenplay. By carefully controlling the pace and rhythm of the story, the hypnotic function of language can maintain the audience's interest, build suspense, and create emotional peaks and troughs that heighten the overall impact of the narrative.

The hypnotic function of language also plays a crucial role in shaping the audience's identification with and emotional investment in the characters and their struggles. This can be achieved through the use of dialogue, internal monologue, and other forms of character expression that reveal the inner thoughts, feelings, and motivations of the protagonists and antagonists. By providing the audience with insights into the characters' psychological states and experiences, the hypnotic function of language can foster empathy, understanding, and emotional connection, drawing the audience deeper into the story. In literature, the hypnotic function of language is primarily conveyed through the written text, with the reader actively constructing the narrative world in their imagination based on the author's descriptions, dialogue, and narrative techniques. In film, however, the hypnotic function of language is complemented and enhanced by visual, auditory, and other sensory elements, such as cinematography, sound design, and music, which create a more immersive and multisensory narrative experience for the viewer (Barrett 2006,p.13); (Whalley, Oakley 2013,p.68).

The effective use of hypnotic language in storytelling can have a profound impact on the audience's emotional and psychological responses to the narrative, creating memorable and meaningful experiences that resonate with their own thoughts, feelings, and experiences. By understanding and mastering the principles and techniques of hypnotic language in storytelling, authors, screenwriters, and filmmakers can enhance the emotional impact, thematic depth, and aesthetic quality of their works, as well as their ability to communicate complex ideas and emotions to their audiences.

In conclusion, the hypnotic function of language plays a significant role in shaping the experience and reception of stories in literature and film, influencing the way audiences engage with and interpret the narrative, characters, and themes of the work. By examining the theoretical perspectives on the hypnotic function of language

in storytelling, we can gain a deeper understanding of its power and potential in shaping human thought, emotion, and behavior across various domains of communication and expression.

## CONCLUSIONS

This study has delved into the hypnotic function of language in English, examining its theoretical foundations, strategies and tactics, and diverse applications in contemporary discourse. Our investigation has revealed the complex interplay between linguistic, pragmatic, and psychological factors that contribute to the hypnotic effects of language, shaping human thought, emotion, and behavior across various domains of communication and expression. We believe that in the course of the study the following tasks were accomplished:

1. The concepts of hypnosis and hypnotic communication have been explored , identifying key linguistic and pragmatic aspects of hypnotic language and analyzing the structural and functional features of hypnotic texts. This examination has provided a solid foundation for understanding the hypnotic function of language and its underlying principles and mechanisms.

2. Furthermore, the hypnotic strategies and tactics employed in English have been analyzed , focusing on elements such as hypnotic words and phrases, voice and intonation, and the use of metaphors and analogies. This analysis has revealed the techniques through which hypnotic language can effectively captivate and influence audiences, making it a powerful tool for persuasion and communication.

3. By examining the theoretical aspects of hypnotic function in various contexts of contemporary English discourse, we have gained insights into the diverse applications of hypnotic language. In persuasive communication, we have explored the role of hypnotic language in advertising and marketing theory, demonstrating how it can effectively persuade consumers and shape their perceptions of products and services. In shaping public opinion, we have investigated the theoretical approaches to political discourse, highlighting the potential of hypnotic language to sway voters and mobilize support. Finally, in storytelling, we have examined the theoretical

perspectives on literature and film, illustrating how hypnotic language can create immersive and emotionally resonant narrative experiences for readers and viewers.

Our study not only sheds light on the hypnotic function of language in English but also points to future research directions in this field. Potential avenues for further investigation include examining the cultural and historical factors that influence the development and usage of hypnotic language, as well as exploring the ethical implications of employing hypnotic techniques in various contexts. Additionally, future research could focus on the potential applications of hypnotic language in areas such as education, therapy, and conflict resolution.

In conclusion, the hypnotic function of language is a powerful and versatile tool that can be harnessed to shape human thought, emotion, and behavior across a wide range of communication and expression domains. By understanding and mastering the principles and techniques of hypnotic language, communicators, and practitioners in various fields can more effectively persuade, influence, and engage their audiences, unlocking the full potential of language as a vehicle for human connection and understanding.

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