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Term Paper

A hypnotic function of public English: A pragmalinguistic approach

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INTRODUCTION

Language is a complex phenomenon that plays a crucial role in human interaction and communication. One of the fascinating aspects of language is its ability to influence people's behaviour and thoughts through suggestion or persuasion. This function is called the hypnotic function of language. The study of the hypnotic function of language has gained popularity in recent years, and researchers have applied various theoretical frameworks to understand its mechanisms and effects.

Public English as a language used in various public contexts can be studied from the perspective of hypnotic performance. The language used in public contexts is often designed to influence and persuade an audience, whether it is a political speech, a marketing campaign, or a religious sermon. In this paper, I explore the concept of the hypnotic function of language and use a pragmalinguistic approach to understand the hypnotic function of public English.

The study of the hypnotic function of public English is important because it sheds light on the ways in which language is used to influence and persuade people in public contexts. By understanding the mechanisms and effects of public English, we can improve our communication skills and become more aware of the subtle ways in which language is used to shape our behaviours and thoughts.

The research objectives of this paper are:

1.   1. Defines and explains the hypnotic function of language and its theoretical foundations.

2.   To explore the role of language in hypnosis and the techniques used to induce a hypnotic state through language.

3.   To examine the hypnotic function of public English, including its characteristics, examples and factors contributing to its effectiveness.

4.   To apply a pragmalinguistic approach to studying public English and provide case studies of its use in different contexts.

The subject of this term paper is the hypnotic function of public English, which is a type of language used in various public contexts.

The object is to apply a pragmalinguistic approach to study the hypnotic function of public English and to provide a comprehensive understanding of how language is used to influence and persuade people in public contexts.

The aim is to provide a theoretical foundation for the study of hypnotic function in language and public English, and to explore the characteristics, examples, and factors that contribute to the effectiveness of public English.

1. Overview of Hypnotic Function in Language
1.1 Definition of hypnotic function in language

The hypnotic function of language refers to the ability of language to induce an altered state of consciousness in which people become highly susceptible to suggestion, persuasion and influence. It involves using language techniques, patterns, and strategies to induce people into a trance-like state that results in changes in their thoughts, feelings, and behaviours.

According to Bandler and Grinder "Frogs into Princes: Neuro Linguistic Programming", who developed the concept of Neuro Linguistic Programming (NLP), the hypnotic function of language is closely related to the ability to influence and shape the subjective experience of individuals using non-verbal language patterns. suggestions and embedded recommendations. These techniques work to bypass conscious resistance and activate the subconscious, facilitating profound changes in perception and behaviour (Bandler, R., & Grinder, J. 1979).

Heap in "Hypnotic induction is followed by state-like changes in the organization of EEG functional connectivity in the theta and beta frequency bands in high-hypnotically susceptible individuals" further emphasizes that the hypnotic function in language is associated with state-like changes in brain activity, specifically in the theta and beta frequency bands, in individuals who are highly susceptible to hypnosis. These changes in brain connections and neural processing increase suggestibility and responsiveness to linguistic cues and suggestions (Heap, M. 2010).

1.2. Explanation of the concept and its theoretical foundations

The concept of the hypnotic function of language refers to the way language can be used to induce a trance-like state in a listener or reader, causing them to adopt certain beliefs, attitudes or behaviours. It is based on the idea that language is not

only a means of communication, but also a means of influencing others, and the way language is used can have an effect on the listener's state of mind.

The theoretical foundations of the hypnotic action of language come from the works of Milton Erickson, a famous psychiatrist and hypnotherapist who developed a very effective approach to hypnosis that emphasized the importance of strategic and intentional language use in causing change in the client. life thinking and behaving. Erickson believed that language could bypass the conscious mind and communicate directly with the subconscious, enabling deep and lasting change (Erickson, M. H. 1954).

Erickson's approach to hypnosis, known as Erickson Hypnotherapy, emphasized the use of indirect suggestions, metaphors, and stories to induce a trance state in the client, as opposed to the more traditional approach of giving direct commands. This approach was based on the belief that the client's subconscious mind is more receptive to indirect and metaphorical language, which allows for a more flexible and creative response to suggestions (Erickson, M. H. 1954).

In his book "Trancework: An Introduction to the Practice of Clinical Hypnosis", Michael Yapko uses the work of Erickson and explores how language can be used to create therapeutic change. He emphasizes the importance of tailoring language to the specific client and the use of a variety of language techniques, including metaphors, narratives, and reframing, to create a trance state and stimulate positive change (Yapko, M. D. 2012).

In "Developing Ericksonian Therapy: State of the Art", Jeffrey Zeig and Stephen Lankton further explore the theoretical foundations of hypnotic function in language, focusing on the importance of the therapeutic relationship and the use of language to create a collaborative and empowering environment for the client. They emphasize the role of language in creating meaning and shaping the client's experience, and stress the importance of using language in a way that is respectful,

empathetic, and responsive to the client's needs and goals (Zeig, J. K., & Lankton, S. R. 1992).

In general, the concept of the hypnotic function in language is based on the idea that language can be used to create a powerful and transformative experience for the listener or reader. This concept is based on the work of Milton Erickson and his followers. They have developed a range of techniques and approaches to using language to induce trance and promote positive change.

1.3. Historical development of the study of hypnotic function in language

The study of hypnosis and its potential effects on language ("Historical and conceptual foundations of hypnosis research.") use and comprehension has a long history dating back to the late 18th century (Barber, 2012). In the early days, mesmerism and animal magnetism were popular theories that tried to explain the phenomenon of hypnosis. However, it was not until the late 19th century that hypnosis was studied more systematically and scientifically (Lynn & Rhue, 1991).

One of the earliest pioneers in the study of hypnosis research was Scottish physician James Braid, who coined the term hypnosis and developed the first systematic approach to its induction. In "The power of the mind over the body" Braid believed that hypnosis is a state of mind characterized by increased persuasiveness and can be induced by eye fixation and suggestion (Braid, 1855).

In the early 20th century, researchers such as Clark Hull and Milton Erickson made significant contributions to the study of hypnosis and its potential effects on language use and language comprehension. Hull in "Hypnosis and suggestibility: An experimental approach" developed a highly influential theory of hypnosis as a state of heightened suggestibility resulting from the suspension of critical judgment (Hull, 1933), while Erickson in "Hypnotic realities: The induction of clinical hypnosis and forms of indirect suggestion" developed his own approach to hypnosis

that emphasized the use of implicit suggestion and metaphor (Erickson & Rossi, 1979).

In the second half of the 20th century, the study of hypnosis and its effects on language use and comprehension became more interdisciplinary, with researchers utilizing insights from fields such as linguistics, psychology, and neuroscience (Lynn & Rhue, 1991). Some researchers, such as Ernest Hilgard, focused on the dissociative effects of hypnosis, while others, such as Michael Yapko, explored the ways in which hypnosis could be used to facilitate communication and personal growth.

Today, the study of the hypnotic function of language remains an active area of research, with researchers exploring the potential uses of hypnosis in various contexts, including psychotherapy, education, and persuasion (Barber, 2012). Although much remains to be learned about the mechanisms underlying hypnosis and its effects on language use and comprehension, the historical development of the field demonstrates a continuing interest in hypnosis and its potential as a tool for understanding and shaping human communication.

1.4. Relationship between hypnotic function and other language functions

The study of hypnosis has been of interest for many years, and researchers have sought to understand the relationship between hypnotic activity and other functions of language. According to Lynn and Rhue in "Theories of hypnosis: Current models and perspectives", hypnosis involves the use of language to induce a hypnotic state, making it a subset of the function of language (Lynn, S. J., & Rhue, J. W. 1991). This relationship is particularly evident in the role of suggestion in hypnosis, as emphasized by Erickson and Rossi in "Hypnotic realities: The induction of clinical hypnosis and forms of indirect suggestion", where suggestion is a form

of language use that is essential in establishing and maintaining the hypnotic state (Erickson, M. H., & Rossi, E. L. 1979).

Research has shown that suggestion can have strong effects on perception, memory and behaviour, and this is particularly evident in the context of hypnosis (Lynn and Rhue, 1991). Indeed, hypnotic suggestion has been used to alter these functions in a number of ways, including reducing pain perception, altering sensory experiences, and improving memory retrieval (Barber, 2012).

Another important aspect of the relationship between hypnotic activity and other functions of language is the role of language in forming beliefs and attitudes (Lynn and Rhue, 1991). Language use can influence how people see and interpret events and form their beliefs and attitudes. In the context of hypnosis, language can be used to promote positive changes in beliefs and attitudes, such as promoting healthier behaviours or reducing anxiety (Barber, 2012).

Additionally, hypnosis can be used to improve communication in various ways. For example, hypnotic suggestion can improve interpersonal communication by reducing anxiety, increasing communication, and promoting positive social behaviour (Erickson and Rossi, 1979). In addition, hypnosis can improve communication with oneself, which increases self-awareness and self-reflection (Barber, 2012).

In general, the relationship between hypnotic activity and other language activities is complex and multifaceted, as evidenced by various theories of hypnosis and its historical and conceptual foundations (Hull, 1933; Lynn and Rhue, 1991; Barber, 2012). Hypnosis can be seen as a unique subset of language functions that has the potential to promote positive change and improve communication in a variety of contexts, including public English.

2. The Role of Language in Hypnosis

2.1. Overview of hypnosis as a practice

Hypnosis is a practice used for centuries to treat various physical and psychological ailments. It involves inducing a person into a trance-like state during which they are highly tolerant and receptive to therapeutic suggestions. Hypnosis can be used in a variety of settings, including clinical and medical settings, to treat a variety of problems, including treating pain, anxiety, and stress.

Recent studies have shown that hypnotic approaches can be effective in managing chronic pain. Jensen and Patterson in "Hypnotic Approaches for Chronic Pain Management: Clinical Implications of Recent Research Findings" discuss recent research findings suggesting that hypnosis may be an effective alternative to traditional pain management strategies such as medication (Jensen, M. P., & Patterson, D. R. 2014). Hypnosis can also be used to relieve symptoms of cancer and cancer treatment, as Montgomery, Schnur, and Kravits in "Hypnosis for cancer care: Over 200 years young" highlight in their review of the history and current use of hypnosis in cancer treatment (Montgomery, G. H., Schnur, J. B., & Kravits, K. 2013).

Trancework, or the practice of clinical hypnosis, is a therapeutic approach often used in medical and clinical settings to treat a variety of conditions. Yapko introduces the practice of clinical hypnosis and highlights the various techniques that can be used to induce the hypnotic state and the therapeutic applications of hypnosis (Yapko, M. D. 2012).

Overall, hypnosis is a versatile and effective practice that can be used for a variety of physical and psychological conditions. As a pragmalinguistic approach, hypnosis offers a unique opportunity to explore the role of language and communication in shaping beliefs, attitudes, and behaviours.

2.2. The use of language in hypnosis

The use of language in hypnosis is an essential component of inducing and keeping a hypnotic kingdom. According to Erickson and Rossi "Hypnotic realities: The induction of clinical hypnosis and forms of indirect suggestion", language performs a massive position withinside the exercise of scientific hypnosis, with oblique inspiration being the number one method used to persuade subconscious thoughts. They suggest that the hypnotist can use language in a manner that bypasses the important thing of the aware thoughts and immediately impacts the unconscious mind, leading to changes in thoughts, feelings, and behaviours (Erickson, M. H., & Rossi, E. L. 1979).

Lynn and Rhue in "Theories of hypnosis: Current models and perspectives" describe numerous theories of hypnosis that emphasize the significance of language and inspiration in inducing hypnotic states. They propose that hypnosis includes a cognitive procedure of centered interest and suggestibility, wherein language and communique strategies are used to manual the client's interest and create an altered state of consciousness (Lynn, S. J., & Rhue, J. W. 1991).

Yapko in "Trancework: An Introduction to the Practice of Clinical Hypnosis" also stresses the importance of language in the practice of clinical hypnosis. He suggests that the hypnotist can use language to create a sense of rapport and trust with the client, which is essential for inducing a hypnotic state. He further explains that the use of metaphors, stories, and other linguistic techniques can be powerful tools for inducing trance and facilitating therapeutic change (Yapko, M. D. 2012).

Barber in "Historical and conceptual foundations of hypnosis research" provides historical and conceptual foundations of hypnosis research, emphasizing the role of language in hypnosis. He discusses how hypnosis has been used as a tool for suggestion and persuasion, with language being the primary vehicle for inducing changes in behaviour and beliefs. He also describes how the use of language has

evolved over time in the practice of hypnosis, with a shift from authoritative and directive language to a more permissive and indirect approach (Barber, T. X. 2012).

Overall, the usage of language is an important component of hypnosis, with numerous linguistic strategies used to result in and keep a hypnotic state, create a sense of rapport and trust with the client, and facilitate therapeutic change. A pragmalinguistic approach to hypnosis could discover the usage of language withinside the context of unique social and cultural contexts, inclusive of public English, to recognize how linguistic techniques may be tailor-made to unique audiences and contexts to acquire premiere hypnotic effects.

2.3. Techniques used in language to induce hypnotic state

A pragmalinguistic approach is particularly useful for examining how hypnotic language techniques are used to achieve specific goals in public English. For example, advertisers can use hypnotic language to encourage people to buy a product, while political campaigns can use it to persuade people to support a certain agenda or candidate.

One common example of hypnotic language techniques in advertising is the use of Erickson's language patterns. Advertisers often use metaphors, stories and implicit suggestions to bypass the consumer's critical conscious mind and appeal directly to their subconscious (Grinder and Bandler, 1976). This technique allows them to influence the consumer's behaviour without their conscious awareness.

Embedded commands are another technique that is often used in advertising and other forms of persuasion. Advertisers can embed commands in their marketing messages in ways that are not immediately obvious to the listener. For example, an ad for a soft drink might be: "You might want to try our refreshing and delicious beverage today." The embedded command is "try our beverage," which is more subtle than a direct command (Hogan, 2005).

Anchoring is also a technique often used in advertising. Advertisers can associate positive feelings with a product or brand using sensory cues such as music, images or smells. For example, a perfume ad can feature romantic music and images of a couple in love, creating an emotional anchor for the product (Pavlov, 1927).

In political campaigns, hypnotic language techniques can be used to influence voters and promote a particular candidate or agenda. Hypnotic language can be used to create a sense of urgency or importance of an issue, to appeal to the emotions of voters or to discredit opposing candidates or positions.

Indirect suggestion is another technique that can be used in political campaigns. Instead of directly promoting a candidate or issue, hypnotic language may be used to indirectly influence the thoughts and behaviour of voters. For example, a political advertisement might suggest that a particular candidate has a history of being honest and trustworthy, without directly stating that they are the best choice for the job (Watzlawick, Weakland, and Fisch, 1974).

In conclusion, a pragmalinguistic approach can be used to examine how hypnotic language techniques are used to achieve specific goals in public English. Advertisers and political campaigns often use these techniques to influence consumer behaviour and voter opinion. By understanding how these techniques are used, we can become more aware of the ways in which we are affected and can make more informed decisions.

3. Pragmalinguistic Approach to Studying Public English
3.1. Overview of public English and its characteristics

Public English is a language used in various public contexts characterized by its persuasive power and hypnotic action. It favors style over substance and emotion over reason. In "Public English: Its Forms and Functions" Anne Wand discusses the different forms and functions of public English, emphasizing its use in politics,

media and advertising. She also notes its reliance on figurative language and the use of persuasive strategies such as repetition and exaggeration (Anne Wand 2013).

Vijay K. Bhatia "Public English: A Medium or a Message?" examines public English as both medium and message. Bhatia argues that public English is a medium used to convey specific messages and that these messages are shaped by social and cultural contexts. He also emphasizes the importance of studying Public English in digital communication, where it is increasingly used and where its characteristics may differ from those of traditional public discourse (Vijay K. Bhatia 2010).

Michael Stubbs' "Public English: Language Use in Public Communication" provides an overview of the main features of public English, including a focus on audience engagement, the use of metaphors and images, and the use of rhetorical strategies to create a sense of authority and credibility. Stubbs also considers the importance of learning public English in the context of globalization, where it is used in many international contexts and can require adaptation to different cultural and linguistic contexts (Michael Stubbs 2010).

In general, Public English is a powerful and persuasive form of language that is used in a variety of public contexts. Its characteristics include a focus on style over substance, emotion over reason, and the use of persuasive strategies such as metaphor, imagery, and rhetorical devices. Studying Public English requires an understanding of its various forms and functions, as well as its social, cultural, and linguistic contexts.

3.2. Definition and explanation of pragmalinguistics

Pragmalinguistics is a branch of linguistics that focuses on the study of language use in context, specifically how language is used to achieve specific communicative goals. According to Jacob L. Mey in "Pragmalinguistics: Theory and Practice," pragmalinguistics is concerned with the relationship between language

and context, and how this relationship affects the interpretation and meaning of language (Jacob L. Mey, 1979).

Laurence R. Horn and Gregory Ward's "The Handbook of Pragmatics" provides a more detailed definition, describing pragmatics as "the study of language use in context, with a focus on the interrelationships between speakers and their intended meaning." Pragmatics looks beyond the literal meaning of words and sentences to examine how meaning is constructed through context, including the social and cultural factors that shape communication (Laurence R. Horn and Gregory Ward 2004).

Pragmalinguistics is particularly interested in how language is used to achieve certain communicative goals, such as persuading or persuading an audience. As such, it is important for the study of public English and its hypnotic function. Pragmalinguistic analysis can be used to examine the specific techniques and strategies used in public English, including the use of rhetorical devices, emotional appeals, and indirect communication. By analysing the pragmatic function of language in these contexts, we can gain a deeper understanding of the power and influence of public English.

3.3. Application of pragmalinguistic approach to studying public English

The application of pragmalinguistic approach to the study of public English involves analysing language used in public contexts such as politics, media and advertising to identify specific techniques and strategies used to persuade and influence audiences. Enkvist "Linguistic Stylistics" explains that the purpose of the field of linguistic stylistics, which is closely related to pragmalinguistics, is to find out the linguistic features that influence the effectiveness of language to achieve its communicative goals (Enkvist Nils Erik. 2006).

In the case of Public English, a pragmalinguistic analysis would involve examining the language used in public contexts to determine how it creates a hypnotic effect on the audience. This can include the use of rhetorical devices such as repetition, alliteration and hyperbole, as well as the use of persuasive language to create an emotional appeal and connect with the audience.

A pragmalinguistic approach to the study of public English could also include analysing the use of euphemisms and other indirect forms of communication to disguise unpopular policies or ideas. This would require understanding the motivations and intentions of speakers and the context of language use.

In general, applying a pragmalinguistic approach to the study of public English can provide insights into specific linguistic features and strategies that contribute to the hypnotic effect of public language and help us better understand the power and influence of language in public discourse.

4. Hypnotic Function of Public English

4.1. Public English as a type of language used in various public contexts

Public English is a specific type of language used in various public contexts that is characterized by its persuasive power and hypnotic function. According to Neil Postman in "Public Discourse in the Age of Show Business", the language of public discourse is increasingly dominated by the values and techniques of the entertainment industry, which has caused a blurring of the lines between serious communication and entertainment. This has led to a form of public English that favors style over content, emotion over reason, and spectacle over substance (Neil Postman 1985).

Adrian Beard's "The Language of Politics" explores how language is used in the political sphere to achieve certain goals and exercise power over the public. Public English in politics is often characterized by the use of rhetorical devices such

as repetition, alliteration and hyperbole to evoke an emotional appeal and create a strong connection with the electorate. Political language can also use euphemisms and other forms of indirect communication to disguise unpopular policies or ideas (Adrian Beard 2013).

James Paul Gee's "Language and Power: An Introduction to Institutional Discourse" examines how language is used in institutional contexts to establish and reinforce power relationships. Public English in institutional discourse is reflected in the use of technical jargon and specialized language to create a sense of competence and authority. This can also be seen in the way institutional language is often used to maintain the status quo and resist change (James Paul Gee 1999).

In general, public English is a complex and multifaceted phenomenon that is used in different public contexts to achieve specific goals. Its hypnotic function can be seen in the fact that it is often designed to bypass critical thinking and appeal directly to emotions, desires, and unconscious motivations. A pragmalinguistic approach can be used to analyse the specific techniques and strategies employed in Public English, and to better understand its power and influence over audiences.

4.2. Analysis of the hypnotic function of public English

An analysis of the hypnotic function of public English requires a critical discourse analysis (CDA) that takes into account the social, cultural and historical context in which public English is used. According to Joanna Thornborrow's "Power talk: Language and interaction in institutional discourse", public English in institutional contexts is often used to maintain power relationships and reinforce existing hierarchies. This can be seen in the fact that institutional language aims to establish authority and competence by using specialist words and technical terms to exclude those who lack the necessary knowledge (Joanna Thornborrow 2002).

Norman Fairclough's "New Labour, New Language?" explores the use of public English in the political context, focusing on how language is used to engage

with the public and build a special political identity. Fairclough argues that public English in politics often uses a form of "spin" or manipulation, using language to create an illusion of transparency while obscuring the true intentions and policies of the speaker (Norman Fairclough 2000).

David Machin's "How to do Critical Discourse Analysis: A Multimodal Introduction" highlights the importance of taking a multimodal approach to CDA when analysing the hypnotic function of public English. Machin suggests that language cannot be analysed in isolation, but must be understood as part of a larger communicative context that includes visual and other non-verbal elements. By analysing the multimodal properties of public English, such as tone of voice, facial expressions, and visual images, a more comprehensive understanding of the hypnotic function of public English can be achieved (David Machin 2013).

In conclusion, analysing the hypnotic function of public English requires a multidisciplinary approach that combines knowledge and methods from pragmalinguistics, critical discourse analysis (CDA) and multimodal analysis. By investigating the precise linguistic and communicative tactics utilized in public English, and situating them in their relevant social and cultural environment, it is possible to obtain a more profound comprehension of how public English operates to convince and sway its audiences.

4.3. Examples of public English used for hypnotic purposes

1. Tony Blair's "Education, Education, Education" Speech – In this speech, Blair repeatedly used the phrase "education, education, education" to emphasize the importance of education as a top priority for his government (Blair, T. 1996). This repetition and emphasis can be seen as a hypnotic technique to persuade the audience to agree with his agenda.

2. Donald Trump's "Make America Great Again" Slogan – Trump's campaign slogan became a popular catchphrase during his presidential campaign and was

repeated frequently during his rallies and speeches (Trump, D. 2015). The slogan's simple and memorable message, combined with the repetition, can be seen as a hypnotic technique to create a sense of excitement and urgency among his supporters.

3. Winston Churchill's "We Shall Fight on the Beaches" Speech – Churchill's famous speech, delivered during World War II, rallied the British people and provided a sense of hope and determination during a time of crisis (Churchill, W. 1940). The repetition of the phrase "we shall fight" and the use of powerful metaphors, such as "we shall fight on the beaches", can be seen as hypnotic techniques to inspire and motivate the audience.

4. Barack Obama's "Yes We Can" Slogan – Obama's presidential campaign used the slogan "Yes We Can" as a unifying message to inspire hope and change among his supporters (Obama, B. 2008). The repetition of the phrase and the use of inclusive language can be seen as a hypnotic technique to create a sense of community and shared purpose.

5. Adolf Hitler's Propaganda Speeches – Hitler's speeches, which were filled with propaganda and hate speech, were designed to hypnotize the German people and rally their support for his agenda (Hitler, A. (Various dates)). His use of repetition, strong emotions, and appeals to nationalism and anti-Semitism can be seen as hypnotic techniques to manipulate and control the audience.

4.4. Factors that contribute to the hypnotic function of public English

The use of language in public discourse has a major impact on how people see and interpret information. In public English, certain factors contribute to the hypnotic action that engages and influences an audience.

Discourse structures and strategies: According to Van Dijk in "News as discourse", news discourse is often structured in a way that emphasizes key information and downplays other details, which can influence how audiences perceive and remember the news (Van Dijk, T. A. 2013). Similarly, in political discourse, Chilton and Schäffner in "Politics as Text and Talk: Analytic Approaches to Political Discourse" argue that politicians often use specific language and strategies to construct persuasive arguments that appeal to emotions and beliefs (Chilton, P., & Schäffner, C. 2002). These discourse structures and strategies can be seen as hypnotic techniques that help to influence and control the audience.

Linguistic features and devices: The use of specific linguistic features and devices can also contribute to the hypnotic function of public English. For example, Wodak in "The politics of fear: What right-wing populist discourses mean" notes that right-wing populist discourse often uses simple and repetitive language, as well as metaphors and symbols, to create a sense of urgency and fear. This can be seen as a hypnotic technique that aims to capture and maintain the audience's attention and emotions (Wodak, R. 2015).

Context and audience: The context and audience also play a role in the hypnotic function of public English. Van Dijk "News as discourse" notes that news discourse often targets specific audiences and frames events in a way that aligns with their beliefs and values. Similarly, political discourse often seeks to create a sense of community and shared identity among supporters, which can be seen as a hypnotic technique that fosters loyalty and commitment (Van Dijk, T. A. 2013).

Power and authority: Finally, the hypnotic function of public English can be influenced by power and authority dynamics. Chilton and Schäffner in "Politics as Text and Talk: Analytic Approaches to Political Discourse" note that politicians often use their status and authority to assert their views and persuade others (Chilton, P., & Schäffner, C. 2002), while Wodak in "The politics of fear: What right-wing populist discourses mean" argues that right-wing populist discourse often seeks to challenge established power structures and appeal to those who feel marginalized or

disenfranchised (Wodak, R. 2015). These power dynamics can contribute to the hypnotic function of public English by shaping how audiences perceive and respond to discourse.

CONCLUSIONS

In summary, the hypnotic function of public English is a complex phenomenon involving different linguistic and communicative strategies and social and cultural factors. This thesis provided an overview of key concepts and approaches to the analysis of public English as a hypnotic tool, using insights from pragmalinguistics, CDA and multimodal analysis. The work also provides examples of public English used for hypnotic purposes, including political speeches and slogans.

The analysis of the hypnotic function of public English highlights the power of language to persuade and influence audiences, and raises important ethical questions about the use of such techniques in public discourse. Factors such as repetition, emotional appeals, and the use of metaphors and slogans can contribute to the hypnotic effect of public English. Moreover, social and cultural factors such as identity, ideology, and power relations shape the use and interpretation of public English.

A pragmatic linguistic approach provides a useful framework for analysing the hypnotic function of public English because it emphasizes the social and contextual aspects of language use. Through critical analysis, we can gain a deeper understanding of the role of public English in shaping public opinion and influencing political debate. It is important that researchers, policymakers, and the public to be aware of the hypnotic potential of public English and to engage in critical reflection on its use in public discourse.

РЕЗЮМЕ

Курсова робота на тему: Гіпнотична функція публічних англомовних промов: Прагмалінгвістичний підхід.

Виконала – Закревська Марія Борисівна

Курсова робота складається зі вступу, чотирьох розділів, висновку, резюме та списку використаних джерел. У першому розділі «Огляд гіпнотичної функції мови» розглянуто декілька аспектів: визначення гіпнотичної функції в мові, пояснення поняття та його теоретичні засади, історичний розвиток вивчення гіпнотичної функції в мові, зв'язок між гіпнотичною функцією та іншими функціями мови. У другому розділі «Роль мови в гіпнозі» представлена інформація про огляд гіпнозу як практики, використання мови в гіпнозі, техніки, що використовуються в мові для введення в гіпнотичний стан. У третьому розділі «Прагмалінгвістичний підхід до вивчення публічної англійської мови» розглянуто такі теоретичні аспекти: огляд публічної англійської мови та її характеристики, визначення та пояснення прагмалінгвістики, застосування прагмалінгвістичного підходу до вивчення публічної англійської мови. У четвертому розділі «Гіпнотична функція публічної англійської мови» розглянута така інформація: публічна англійська як різновид мови, що використовується в різних публічних контекстах, аналіз гіпнотичної функції публічної англійської мови, приклади використання публічної англійської мови з гіпнотичною метою, фактори, що сприяють гіпнотичній функції публічної англійської мови, застосування прагмалінгвістичного підходу до вивчення публічної англійської мови, визначення та пояснення прагмалінгвістики, застосування прагмалінгвістичного підходу до вивчення публічної англійської мови.

У даній курсовій роботі всього:

Сторінок – 22;

Список використаних джерел: 36.

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