Master's Qualification Paper

PSYCHOLINGUISTIC FEATURES OF MANIPULATIVE STRATEGIES IN MODERN ENGLISH DISCOURSE

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PhD (Linguistics)

Kyiv – 2023

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ

КИЇВСЬКИЙ НАЦІОНАЛЬНИЙ ЛІНГВІСТИЧНИЙ УНІВЕРСИТЕТ

Кафедра германської і фіно-угорської філології

**Кваліфікаційна робота магістра з лінгвістики
на тему:**

«ПСИХОЛІНГВІСТИЧНІ ОЗНАКИ МАНІПУЛЯТИВНИХ СТРАТЕГІЙ В СУЧАСНОМУ АНГЛОМОВНОМУ ДИСКУРСІ»

Допущено до захисту

«___» _____ року

студентки групи МЛа 55-22
факультету германської філології і перекладу
освітньо-професійної програми
сучасні філологічні студії (англійська мова і друга іноземна мова): лінгвістика та перекладознавство
за спеціальністю 035 Філологія
спеціалізація 035.041 Германські мови та літератури (переклад включно), перша – англійська
Кучери Христини Олексіївни

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(підпис)   (ПІБ)

Національна шкала   _____
Кількість балів   _____
Оцінка ЄКТС   _____

КИЇВ – 2023

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INTRODUCTION

Language is a powerful tool that can be used to influence others. Manipulative strategies are a common feature of discourse in various contexts. In recent years, there has been growing interest in the psycholinguistic features of manipulative strategies in Modern English discourse, which has led to increased research in this area. Speech manipulation has become a separate subject of linguistics just recently. But, despite the popularity of the topic in our time, it has not been systematized yet.

Manipulation is a wide-ranged phenomenon, present in almost every part of our social life: art, politics, education and interpersonal communication. The speakers resort to manipulation when they have to achieve certain pragmatic tasks, for instance, to get the information they need, to make the hearer do what the manipulator wants, to convince the hearer in something or to avoid discussing this or that topic, etc. Speech manipulation is a speech effect directed at an implicit, hidden motivation of a person to perform certain actions. It is a hidden introduction into the minds of other people of desires, relationships, attitudes, which serve the interests of the sender of the message. Consequently, in many cases the purpose of speech manipulation is to persuade the manipulated person to accept certain statements without further questions. This Master's Qualification Paper aims to explore the psycholinguistic features of manipulative strategies in Modern English discourse, with a focus on their use in different contexts.

Many works focus on analyzing various manipulative technologies, strategies, and tactics, and offer methods of psychological defense against such influence. These works often use a particular discourse to provide examples of manipulative actions. For instance, in politics, manipulation is seen as an attempt to shape public opinion and behavior to suit the interests of those in power or a particular social structure. This involves instilling particular attitudes, exploiting different types of prejudices, and leveraging unconscious perceptions. Similarly, the study of speech influence mechanisms in the media remains an important area of research in linguistics.

This paper aims to provide comprehensive, deep and exemplified analysis of speech manipulation. However, due to time and resource constraints, it is not feasible to investigate manipulation mechanisms across all discourses of modern English simultaneously. For that reason, we will mainly focus on conversational, political and media discourses.

The topicality of this research is due to the widespread use of manipulative strategies in modern communication. Manipulation is a complex and multidimensional phenomenon, and the ability to recognize and resist manipulative techniques is crucial for effective communication and critical thinking. By studying the psycholinguistic features of manipulative strategies, this research can contribute to a better understanding of the mechanisms of manipulation and help develop strategies to counter them. Furthermore, given the increasing use of English as a global language, studying manipulative discourse in Modern English can provide insights into the linguistic and cultural factors that influence the use of manipulative strategies across different contexts.

The object of this study is the phenomenon of manipulation in Modern English discourse.

The subject of the research is the analysis of psycholinguistic features of manipulative strategies in different contexts, such as political speeches, advertising, media, and everyday communication.

The aim of this research is to identify and analyze the psycholinguistic features of manipulative strategies in Modern English discourse, with a view to exploring their nature, functions, and effects.

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

- conduct a comprehensive review of the existing literature on manipulation, with a focus on its linguistic aspects in Modern English discourse;
- develop a theoretical framework for analyzing manipulative strategies in Modern English discourse;

- analyze a corpus of authentic spoken and/or written Modern English discourse, identifying and describing the various manipulative strategies employed by speakers/writers;
- investigate the effectiveness of different types of linguistic and communicative strategies for countering manipulation;
- identify psycholinguistic features of manipulative strategies in different contexts, such as political speeches, advertising, media, and everyday communication.

Accordingly, to fulfill the tasks set we used the following theoretical and practical **methods** of research:

➢ literature review: conduct a systematic review of the existing literature on manipulation in Modern English discourse;

➢ corpus analysis: collect and analyze a corpus of authentic spoken and/or written Modern English discourse;

➢ content analysis: conduct a content analysis of various types of discourse, such as political speeches, media texts, and advertisements;

➢ ethical analysis: conduct an ethical analysis of the manipulative strategies identified in Modern English discourse;

➢ discourse analysis;

➢ systematization and correlation of the information investigated;

➢ generalization of the conclusions drawn.

The novelty of this research lies in the fact that it contributes to the existing body of knowledge on manipulation by focusing on the psycholinguistic features of manipulative strategies in Modern English discourse. By combining different theoretical and methodological approaches, this research can provide a comprehensive and nuanced analysis of manipulative discourse.

The theoretical value of this research lies in its contribution to the understanding of manipulation as a linguistic and cognitive phenomenon.

The practical value of this research is that it can help develop strategies to recognize and resist manipulative techniques, and thus promote effective communication and critical thinking.

The paper has the following **structure**: the introduction, three chapters, conclusions to each of them, general conclusions, résumé, bibliography and the list of illustrative material.

Introduction provides a short summary of theoretical assumption, the choice of the topic, the main aim and tasks of the research, theoretical contribution and practical value of the investigation.

Chapter I "The theoretical footing to manipulation in Modern English discourse" focuses on the basic concept of discourse as well as explaining the phenomenon of manipulation, its conditions and reasons.

Chapter II "Strategies and tactics of speech manipulation in the English conversational discourse" is concentrated on strategies and tactics in the manipulative discourse in English and their peculiarities with examples.

Chapter III "Psycholinguistic features of realizing manipulative strategies in Modern English discourses" deals with detailed description of psycholinguistic models of manipulation, and their realization in political, media and conversational discourses.

General Conclusions summarize the accomplishments of the research and provide the most important theoretical as well as practical results.

CHAPTER I
THE THEORETICAL FOOTING TO MANIPULATION IN MODERN ENGLISH DISCOURSE

1.1. Discourse as a Linguistic Phenomenon

While studying linguistics one is supposed to tackle such notions as 'communication', 'speech', 'social norms', and 'discourse'. The definition of a **discourse** still remains in the center of attention of modern scientific discussions. As a rule, the term "discourse" is usually defined as "language beyond the sentence", so, as a result, discourse analysis typically focuses on the study of language in the text and conversation (Yule, 2010, p. 142). Discourse refers to the use of language in a particular context or situation. It is a linguistic phenomenon that involves not only individual utterances or sentences, but also the larger communicative context in which they occur.

Discourse can be **spoken** or **written**, and can take many different forms, including conversations, interviews, debates, speeches, narratives, and academic papers. Consequently, it can be stated that practically each human activity possesses features needed to form a discourse (political, scientific, legal, economic, etc.), in which abilities of the person to reflection and communication is realized.

Giving special accent and attention to a language role in formation of cultural-semiotic components of public consciousness and in cross-cultural social interaction that involves the corresponding expansion of the sphere of linguistic researches is characteristic for modern humanitarian thinking, interests of linguistics were significantly displaced from the structural description of language on the functional ones. The academic science which deals with studying of languages realized that the language that is learnt is actually the certain scientific abstraction or fiction which doesn't have a direct relation on real processes of communication. Studying of laws in any language didn't affect users of that language. The absence of rules of usage of the accumulated knowledge of the language led to emergence of the functional disciplines which focused on human factors. Inclusion in a scientific paradigm of

producers of language units, various parameters of speech situations promoted development of the **theory of communication** and speech interaction that caused emergence of the new directions in linguistics, new objects of research, new language unit – a discourse (Madjidova, 2016, p. 91).

Discourse is a **fluid entity** without precise boundaries or volume, constantly in motion. The objective of a linguistic framework for discourse is to reveal its structure-forming parameters. As discourse is **dynamic**, methods that analyze words or sentences as static, stable components of a system are unsuitable for discourse analysis. The discourse employs units that lack stability and exhibit semantic, formal, and polysemic variability. Scholars from various scientific disciplines continue to explore the internal organization of discourse.

In Anglo-American linguistic researches the discourse traditionally is understood as "the coherent speech", "dialogue", in this value the term is used in the 1950th by Z. Harris. Two decades later there is a definition of a discourse as "the speech that was immersed in life" by E. Benvenist. Researchers agree in opinion that the discourse – "is the speech immersed in a communicative situation and having thus the expressed social contents is more distinct in comparison with speech activity of the certain individual" (Madjidova, 2016, p. 91).

The term "discourse" is popular in modern science, and the researcher can interpret it to mean almost anything. A discourse is the subject of **interdisciplinary study**. In addition to cognitive linguistics, other fields of study and research directions include computational linguistics, artificial intelligence, psychology, philosophy, and logic, sociology, anthropology, and ethnology.

1.2. Conversational discourse

To begin with, it is crucial to mention some distinctive features of how conversational discourse is defined in modern studies. **Conversational discourse** is a fundamental aspect of communication in modern English-speaking societies. It involves a two-way exchange of ideas, opinions, and emotions between two or more participants (Kasper & Dahl, 1991, pp. 215-247). Dating back at least to Sacks et al.

(1974, pp. 696-735), research on the structure of conversation has focused primarily on the ways in which turns are organized at a local level in conversational interactions. At the same time, though, some discourse analysts have been interested in the description of higher-level coherent units of talk that occur in conversation, referred to as '**discourse units'.** For example, early conversational analysts described the ways in which special types of higher-level discourse units were constructed from organized sequences of turns, focusing especially on stories and jokes. Scholars in the ethnography of communication have similarly been interested in the organization and cultural functions of speech events (Hymes, 1974), which can be categorized into culturally conventionalized '**speech genres'** or '**verbal genres'** (Bauman and Sherzer, 1989, pp. 100-105): 'culturally recognized, routinized, and sometimes though not necessarily overtly marked and formalized forms and categories of discourse in use in particular communities and societies' (quote attributed to Sherzer, 1987; cited in McClure, 1999, p. 35).

The ways in which spoken discourse is structured in terms of discourse units and/or communicative genres has also been investigated in other related sub-disciplines, including applied linguistics, folklore studies, discourse analysis, and interactional sociolinguistics. Taken together, these approaches all intersect under the umbrella of the **pragmatics of discourse** (macropragmatics), studying the various ways in which functional elements work together to structure spoken discourse (Biber et al., 2021, pp. 20-35).

In contemporary working assumption, conversational discourse is characterized by a number of linguistic features, including **turn-taking, repair, adjacency pairs, back-channeling, and phatic communication** (Heritage & Clayman, 2010, p. 320). **Turn-taking** refers to the process by which speakers take turns to speak in a conversation. This is typically achieved through the use of **adjacency pairs**, which are pairs of utterances that are functionally related to one another, such as question-answer, greeting-greeting, or apology-acceptance (Sacks, Schegloff, & Jefferson, 1974, pp. 696-735). **Repair** refers to the process by which speakers correct or clarify their previous utterances in order to avoid

miscommunication or confusion (Schegloff, Jefferson, & Sacks, 1977, pp. 368-372). **Back-channeling** refers to the use of non-verbal cues, such as nodding or saying "*mm-hmm*", to signal agreement or acknowledgement during a conversation. **Phatic communication** refers to the use of language for social purposes, such as establishing rapport or maintaining social relationships, rather than for conveying information (Malinowski, 1923, pp. 451-510).

Conversational discourse is also characterized by a number of social and cultural factors, including **gender, age, social status,** and **ethnicity** (Eckert & McConnell-Ginet, 1992, pp. 461-490). The study of conversational discourse is an important area of research in sociolinguistics, as it can provide insights into the ways in which language is used to construct and negotiate social identities and relationships (Goffman, 1981, p. 335). With the rise of digital communication technologies, such as social media and instant messaging, conversational discourse in modern English has evolved to include new linguistic features and conventions, such as emojis, hashtags, and internet slang (Androutsopoulos, 2014, pp. 1004-1009).

Overall, conversational discourse plays a crucial role in shaping the way we communicate and interact with one another in modern English-speaking societies.

1.3. Discourse Analysis in evaluating effectiveness of communication

Discourse analysis is a useful tool for evaluating the effectiveness of communication in linguistics. It allows researchers to examine the language used in various forms of discourse and identify patterns and structures that may impact the effectiveness of communication. As language-users, we are capable of more than simply recognizing correct versus incorrect forms and structures. We can cope with fragments in newspaper headlines such as *Trains collide, two die,* and know that what happened in the first part was the cause of what happened in the second part. We can also make sense of notices like *No shoes, no service*, on shop windows in summer, understanding that a conditional relation exists between the two parts ("*If*

you are wearing no shoes, you will receive no service"). We have the ability to create **complex discourse interpretations** of fragmentary linguistic messages (Yule, 2010, p. 141). The following example, given by Eric Nelson, is from an essay by a student learning English and contains all kinds of errors, yet it can be understood. We can even cope with texts, written in English, which we couldn't produce ourselves and which appear to break a lot of the rules of the English language:

"My Town

My natal was in a small town, very close to Riyadh capital of Saudi Arabia. The distant between my town and Riyadh 7 miles exactly. The name of this Almasani that means in English Factories. It takes this name from the peopl's carrer. In my childhood I rememeber the people live. It was very simple. Most the people was farmer" (Yule, 2010, p. 141).

This example can be used to demonstrate a straightforward idea about how we respond to information in which ungrammatical verb tenses are used: instead of simply rejecting the message as imprecise, we try to understand it, trying to figure out what the author was trying to say.

Texts must have a certain **structure** that depends on factors very different from those required in the structure of a single sentence. Consequently, it is necessary to mention the notions of cohesion and coherence. **Cohesion** is a key element of discourse analysis that refers to the linguistic devices used to connect different parts of a text. These devices include reference, substitution, ellipsis, and conjunction, among others. Cohesion helps to create coherence in a text, which refers to the overall sense of unity and connectedness of it. **Coherence** is achieved through the use of various discourse markers, such as transitional phrases, topic sentences, and concluding sentences, which help to guide the reader or listener through the text and make the overall meaning clear (Halliday & Hasan, 1976, p. 6-7; Brown & Yule, 1983, pp. 223-225).

Eventually, the last important notion to be described is the notion of speech events. **Speech events**, on the other hand, are units of discourse that are defined by their communicative function and context. Speech events can range from small

exchanges, such as a greeting or an apology, to longer and more complex interactions, such as a debate or a negotiation.

Understanding the speech events that make up a discourse can help to reveal the underlying social and cultural norms and values that shape communication in a particular context.

One area where discourse analysis is commonly used to evaluate **communication effectiveness** is in the study of political discourse. Researchers have used discourse analysis to examine political speeches and debates, identifying linguistic strategies used by politicians to persuade and influence their audiences (Chilton & Schäffner, 2002, pp. 1-39). These analyses have shown that politicians often use rhetorical devices such as **repetition, metaphor**, and **emotive language** to appeal to their audiences and convey their messages.

Discourse analysis has also been used to evaluate the effectiveness of communication in healthcare settings. Researchers have examined doctor-patient interactions, identifying patterns of communication that may impact patient outcomes (Heritage & Maynard, 2006, pp. 214-247). For example, discourse analysis has shown that doctors often use **medical jargon** that may be difficult for patients to understand, leading to misunderstandings and miscommunications.

In addition to political and healthcare contexts, discourse analysis has been used to evaluate communication effectiveness in a range of other settings, including education, business, and social media. For example, researchers have used discourse analysis to evaluate the effectiveness of classroom discussions in promoting student learning (Mercer & Littleton, 2007), to examine communication patterns in business meetings (Boyd, 2012), and to analyze social media posts for their impact on public opinion (Tandoc et al., 2018).

Overall, discourse analysis is a valuable tool for evaluating the effectiveness of communication in linguistics. It allows researchers to examine the language used in various forms of discourse and identify patterns and structures that may impact communication outcomes.

1.4. The notion of manipulation

Semantic field of a term '**manipulation**' is wide and a little blurred, and generally speaking, it can be said that it includes such key elements as "negative" intention of the speaker and covert (not evident for the listener) character of influence. **Manipulative functions** of discourse create covert, masked layer of linguistic data that is not easily separated from purely informational content (Akopova, 2013, p. 1).

As language developed from the description of purely objective reality into offering imprecise, blurred, ambiguous denominations as well, manipulation stops right in between two extremes – genuine, accurate information, and a lie. As a rule, manipulation is realized when the speaker's real intentions are well-hidden, and the listener is unaware of what is behind that information.

It is believed that manipulation is a **negative social psychological phenomenon** exercising destructive effect upon an individual and the society as a whole. The speaker wittingly chooses such form of utterance that lacks direct signals of his intentional condition. By increasing the level of inadequate perception of information field, manipulation widens illusionary subjective reality.

Verbal manipulation can be stretched in time presenting both a complex, multistage, phase-by-phase procedure (as in case of informational propaganda in politics), or it can be a singular, relatively simple act of influencing the recipient in the course of daily interactions. The character of manipulation dictates the usage of foreign words, euphemisms, figures of speech of different content and composition. At that, proper linguistic characteristics of distinctiveness of manipulative discourse are difficult to identify, as usually they do not suit into norms of regular speech practice.

Manipulative discourse of certain grammatical forms and syntactic constructions does not create any peculiar, separate rules, because, even though the discourse changes, linguistic means stay the same, just in different functions. At the same time, it is crucial to classify linguistic means typical for manipulative texts to identify the fact of manipulation. As it was already said, manipulation is rather

characterized by association with the speaker's intentions, unclear influential character of the utterance, conditions of communication (social context) than by the usage of specific grammatical units. Linguistic manipulation is marked by **language signs** of different levels that help interpret the speaker's intentions.

On the other hand, it is absolutely crucial to state that even though in most definitions the undercover nature of manipulation is related to negative persuasion, the phenomenon can sometimes have a positive effect not only on the sender but the receiver.

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.

1.5. Conditions and reasons of manipulation

Manipulation not only involves power, but specifically abuse of power, or **domination**. That is, manipulation implies the exercise of a form of illegitimate influence by means of discourse: manipulators make others believe or do things that are in the interest of the manipulator, and against the best interests of the manipulated 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 behavior including **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) .

Without the negative associations, manipulation could be a form of **(legitimate) persuasion**. The crucial difference in this case is that in persuasion the interlocutors are free to believe or act as they please, depending on whether or not they accept the arguments of the persuader, whereas in manipulation recipients are typically assigned a more passive role: they are victims of manipulation. This negative consequence of manipulative discourse typically occurs when the recipients are unable to understand the real intentions or to see the full consequences of the beliefs or actions advocated by the manipulator. This may be the case especially when the recipients lack the specific knowledge that might be used to resist manipulation (Wodak, Ruth, 1987, pp. 6188-6193).

The **usage of manipulation** can have the following **aims**:

- getting something you want from others even if they are not ready to give it to you firstly;
- making others think that they were the first to have the idea to help you when, in fact, you have put efforts to favor this idea for you own advantage;
- by means of deception making people do something in such a way that they would not choose if they made the decision independently;
- presenting the situation in the light that you want and not as it is in reality;
- hiding behind the "mask" for people to see you in a positive light when, in fact, you behave not in the best way towards them;
- maintaining control and power over the others even if the latter think that they are the ones who maintain control and power;
- involve everyone into your own problems in order not to solve them by yourself;
- making others feel guilt and responsibility over the actions and words that are purely yours.

Consequently, the boundary between (illegitimate) manipulation and (legitimate) persuasion is fuzzy, and context dependent: some recipients may be manipulated by a message that is unable to manipulate others. Also, the same recipients may be more or less manipulable in different circumstances, states of mind, and so on. Many forms of commercial, political or religious persuasion may formally be ethically legitimate but people may still feel manipulated by it, or critical analysts may judge such communication to be manipulating people. Provisionally, then, it shall be assumed that the crucial criteria are that people are being acted upon against their fully conscious will and interests, and that manipulation is in the best interests of the manipulator.

1.6. Manipulative speech acts in conversational discourse

As it was already mentioned above, **manipulative speech acts** belong to a type of communication that is intended to influence the beliefs, attitudes, or behaviors of others in a way that is not honest or ethical (Reyes, 2016, pp. 307-321). These speech acts are often used to gain power or control over others, and they can take many different forms, such as flattery, coercion, and deception.

One way in which manipulative speech acts can be identified is through the use of **language markers**, which are words or phrases that indicate the speaker's intention to manipulate or deceive (Buller & Burgoon, 1996, pp. 203-242). For example, the use of vague or ambiguous language, such as *"I heard someone say"* or *"people are saying"* can be a sign of manipulative speech, as it allows the speaker to avoid taking responsibility for their words.

Another way in which manipulative speech acts can be identified is through the use of **conversational strategies**, such as interrupting, dominating the conversation, or changing the subject (Ferrara & O'Sullivan, 2003, pp. 593-602). These strategies can be used to distract the listener from the speaker's true intentions, or to prevent the listener from expressing their own opinions or thoughts. One key characteristic of manipulative speech acts is their **ability to exploit the listener's cognitive biases and emotional vulnerabilities** (Ogiermann, 2015, pp. 96-114). For

example, a speaker might use flattery to appeal to the listener's desire for social approval, or use emotional appeals to trigger the listener's feelings of guilt or pity.

Another important feature of manipulative speech acts is their **context-dependency**. The effectiveness of a manipulative speech act depends on factors such as the relationship between the speaker and the listener, the social norms of the interaction, and the cultural background of the participants (Ogiermann, 2015 pp. 96-114). It is important to note, however, that not all forms of persuasive communication are manipulative. **Persuasion** can be used ethically and effectively to promote positive change and to influence others in a respectful and honest way (Cialdini, 2009).

Discourse analysis provides a useful framework for studying manipulative speech acts in conversational discourse. By analyzing the linguistic and pragmatic features of the speech act, as well as its situational and cultural context, researchers can gain insights into the ways in which manipulative speech acts function in communication (Ogiermann, 2015, pp. 96-114).

1.7. Modern approaches to the phenomenon of manipulation in conversational discourse

Currently the problem of the study of linguistic manipulation is relevant in many fields of knowledge. A large number of works by Ukrainian and foreign linguists are devoted to the study of various aspects of linguistic manipulation strategy. In modern linguistics, there is no common classification of linguistic manipulation methods, since this definition is used by scientists differently due to various linguistic approaches. However, it is indisputable that the main task of linguistic manipulation is to try to influence the hearer's opinion and make him perform some action by using both verbal and non-verbal language means.

Manipulation as a process is realized in communication. **Communication** could be described as a two-way process through which an exchange of meaningful messages takes place between interlocutors, involving thoughts, ideas, concepts, feelings, etc., towards a mutually accepted goal to create shared understanding. It is

a process in which a meaningful and relevant message is encoded and imparted by an **addresser** to (an) **addressee(s)** via a **channel**. The addressee is expected to decode the message and to provide the addresser with the feedback showing the act of correct decoding. Communication may be verbal or non-verbal so long as a meaningful message is transmitted effectively. Mainly for the discourse to become manipulative it is crucial to have association with the speaker's intentions, unclear influential character of the utterance, conditions of communication (social context) rather than to use some specific lexical or grammatical units. Language offers to speakers a whole arsenal of means to realize manipulative aims. Linguistic manipulation is marked by language signs of different levels that help interpret the speaker's intentions.

Manipulation of consciousness and behavior presupposes existence of a subject and an object of manipulation, influence upon the listener's motivation sphere. These and other factors create foundation for basic classification types of linguistic manipulation highlighted in linguistic literature and works in the field of psychology. Depending on the sphere of mental activity participating and dominating in the process of communication, linguistic manipulation is divided into **rational** and **emotional**. In the first case, manipulator appeals to victim's rational sphere using facts and arguments impacting people's consciousness, while on the other hand emotional one plays on victim's feelings and gets emotional reaction that would lead to changes in their behavior. At the same time one can divide emotional manipulation in two types – **direct** (upright appeal to towards the rational side of the listener) and **indirect** (i. e. realized through creation of figurativeness, various fault in logical thinking). Furthermore, according to the character of subject-object interaction, manipulation can be direct (i. e. the subject is openly presenting his demands to the object of manipulation) an indirect (i. e. manipulation directed at the environment rather than at the object). Next it is important to distinguish the classification according to awareness of linguistic actions, where manipulation can be **intentional** and **non-intentional**. In case of intentional linguistic manipulation, the subject aims at a definite result on the part of the object of manipulation. Non-

intentional linguistic manipulation is exercised involuntary, as the subject does not aim at achieving results from the listener.

And finally, according to orientation towards the interlocutor, manipulation can be **person-oriented** and **society-oriented**. Person-oriented linguistic manipulation is directed towards the listener by the speaker who constructs the image of his interlocutor in order to achieve the desired effect. In case of society-oriented manipulation, the speaker doesn't construct the image of a separate listener, but creates generalized image of a group as a whole. Every type of linguistic manipulation can facilitate regulation of interlocutor's activity and change his behavior.

It is also crucial to tackle the topic of **modern approaches** to manipulation in the frame of conversational discourse. The first modern approach is the **relevance-theoretic framework**, which posits that speakers use various linguistic and pragmatic strategies to manipulate their hearers' mental states and expectations (Sperber & Wilson, 1995, pp. 118-163). Relevance-theoretic framework is a modern approach to the study of manipulation in conversational discourse that emphasizes the role of relevance in communication. According to this framework, speakers manipulate their audience by manipulating the relevance of their utterances, that is, by making their utterances more or less relevant to the hearer's context and goals. This can be achieved through a variety of means, such as emphasizing certain information, presupposing certain beliefs, or implicating certain meanings. Sperber and Wilson (1995, pp. 118-163) developed the relevance-theoretic framework as a response to the limitations of traditional **Gricean pragmatics** in accounting for the richness and complexity of human communication. They argued that communication is not just a matter of conveying information, but also of creating and manipulating cognitive effects in the hearer's mind. The relevance-theoretic framework has been applied to the study of manipulation in conversational discourse in a number of ways. For example, Blakemore (1987) has shown how speakers can manipulate relevance through the use of implicature, by implying meanings that are not explicitly stated. Horn (1989) has shown how speakers can manipulate relevance

through the use of presupposition, by assuming certain beliefs or assumptions in their utterances. Moreover, Wilson and Sperber (2004, pp. 607-632) have shown how speakers can manipulate relevance through the use of meta-representation, by representing the audience's beliefs and intentions in their utterances. Overall, the relevance-theoretic framework provides a useful framework for understanding the ways in which speakers manipulate their audience in conversational discourse, and has led to a deeper understanding of the complex cognitive processes involved in communication.

Another approach is **the argumentation theory**, which considers manipulative speech acts as strategic moves in an argumentative exchange (Eemeren & Grootendorst, 2016, pp. 24-32). Argumentation theory is a field of study concerned with the use of arguments in communication, including persuasive language use in conversational discourse (Eemeren & Grootendorst, 2016, pp. 24-32).

Manipulative conversational discourse often involves the use of argumentation to influence the beliefs, attitudes, and behaviors of others (O'Keefe, 1990, pp. 23-33). According to the argumentation theory, argumentation involves a claim, reasons to support the claim, and evidence to support the reasons (Eemeren & Grootendorst, 2016, pp. 24-32). In manipulative conversational discourse, speakers may use fallacious or misleading arguments to convince their listeners of their point of view (O'Keefe, 1990, pp. 23-33). The argumentation theory provides a framework for analyzing manipulative conversational discourse and identifying fallacious arguments.

Researchers have applied argumentation theory to the analysis of various types of manipulative discourse, such as political speeches, advertising, and propaganda (Eemeren & Grootendorst, 2016, pp. 24-32). For example, in the context of political discourse, politicians may use straw man arguments to misrepresent their opponent's position and make their own argument appear stronger (O'Keefe, 1990, pp. 23-33). By analyzing the use of straw man arguments in political discourse, researchers can identify manipulative strategies used by politicians and raise

awareness about the importance of critical thinking skills in evaluating political messages. Overall, the argumentation theory provides a valuable framework for analyzing manipulative conversational discourse and identifying fallacious arguments used by speakers to manipulate their listeners.

There are a few more approaches to be mentioned in the field of study in question, which include the following:

1) **Discourse-pragmatic approach**: This approach emphasizes the pragmatic aspects of language use, including the ways in which speakers use language to achieve their communicative goals, such as persuading, manipulating, or influencing their interlocutors (Eelen, 2001, pp. 1537-1545).

2) **Cognitive-linguistic approach**: This approach focuses on the cognitive processes involved in language use, including the ways in which speakers use language to create mental representations of the world (Giora, 2003, pp. 13-38).

3) **Social-constructional approach**: This approach views manipulation as a social and cultural construct that is shaped by power dynamics, social norms, and historical context (Fairclough, 2003, pp. 21-39).

The discourse-pragmatic approach to manipulation in conversational discourse focuses on how manipulative intentions are expressed and interpreted in context. This approach considers the social, cultural, and situational factors that influence the production and reception of manipulative speech acts. According to this approach, manipulative speech acts are typically characterized by a **mismatch** between the literal meaning of the utterance and its intended meaning. This mismatch may be achieved through various **linguistic devices**, such as **implicatures, presuppositions,** and **indirect speech acts** (Eemeren, Garssen, & Meuffels, 2009, pp. 37-42). The discourse-pragmatic approach also emphasizes the importance of **context** in interpreting manipulative speech acts. Contextual factors, such as the relationship between the speakers, the topic of discussion, and the cultural norms and values of the community, can affect how manipulative speech

acts are interpreted. Overall, the discourse-pragmatic approach to manipulation in conversational discourse provides a nuanced understanding of how manipulative intentions are expressed and interpreted in context. By considering the social, cultural, and situational factors that influence communicative behavior, this approach can shed light on the complex nature of manipulative speech acts and their effects on interpersonal relationships.

The cognitive-linguistic approach to manipulation in conversational discourse focuses on how manipulative messages are created and processed in the human mind. This approach emphasizes the role of cognitive mechanisms, such as **metaphor, framing,** and **conceptual blending**, in shaping the way that messages are perceived and interpreted. According to this approach, manipulative messages often rely on linguistic devices that evoke certain mental images or associations in the listener's mind.

For example, a manipulator might use metaphors or other figurative language to create a particular impression or emotional response in the listener. One influential theorist in the cognitive-linguistic approach to manipulation is George Lakoff, who has argued that many manipulative messages rely on deeply ingrained metaphors that shape the way we think about particular concepts or issues. For example, he has suggested that the metaphor of *"the nation as a family"* is often used in political discourse to evoke emotional responses and to position certain political actors as "parental" figures who will protect and care for the nation.

Another important concept in the cognitive-linguistic approach to manipulation is that of framing, which refers to the way that messages are presented and contextualized in order to shape the listener's understanding of the situation. For example, a manipulator might use different frames to present the same information in different ways, in order to create different impressions or emotional responses in the listener.

In general, the cognitive-linguistic approach to manipulation emphasizes the role of language in shaping the way that we think, feel, and behave in response to manipulative messages. By examining the cognitive mechanisms that underlie

manipulative discourse, researchers can gain a deeper understanding of how and why these messages are effective in influencing our thoughts and behavior.

And finally, **the social-constructional approach** to manipulation in conversational discourse emphasizes the role of power and ideology in shaping communication practices. This approach views manipulation as a social and cultural phenomenon that is embedded in the larger societal and institutional contexts in which communication takes place. According to this approach, manipulation in conversational discourse is not simply a matter of individual intentions or strategies, but is rather **a product of broader social and cultural factors** that influence the way people use language to achieve their goals. These factors may include social norms, power differentials, cultural values, and ideological beliefs. One key concept in the social constructionist approach to manipulation is the idea of discourse power, which refers to the ability of certain individuals or groups to shape the terms of a conversation or the larger discursive landscape in which communication takes place. This power may be exerted through various means, such as controlling the topic of conversation, framing issues in a particular way, or using language to reinforce existing power structures.

The social constructionist approach to manipulation also emphasizes the importance of **context** in shaping communication practices. According to this approach, the meaning of language is not fixed or universal, but rather is shaped by the social and cultural context in which it is used. As such, the same utterance or speech act may be interpreted differently depending on the context in which it is used. Researchers who adopt a social constructionist approach to manipulation in conversational discourse may use a range of methods to analyze communication practices, including discourse analysis, ethnography, and critical discourse analysis. Some scholars have applied the social constructionist approach to manipulation in a variety of contexts, including political discourse, media discourse, and organizational communication. For example, Fairclough (2013) analyzed the manipulation of language in political speeches, while van Dijk (1995) studied the use of language to construct social identity in media discourse. Overall, the social

constructionist approach to manipulation in conversational discourse highlights the importance of understanding the larger social and cultural factors that shape communication practices, and emphasizes the role of power and ideology in shaping these practices.

In conclusion, the study of modern approaches to manipulation in conversational discourse sheds light on the **complex** and **multifaceted nature** of this phenomenon. The relevance-theoretic framework highlights the role of relevance in communication, emphasizing how speakers manipulate the relevance of their utterances to influence their audience's mental states and expectations. Through implicature, presupposition, and meta-representation, speakers strategically manipulate relevance to convey their intended meanings and shape the cognitive effects in the hearer's mind.

The argumentation theory, on the other hand, considers manipulative speech acts as strategic moves in an argumentative exchange. It focuses on analyzing the use of fallacious or misleading arguments to persuade and manipulate listeners. By examining political speeches, advertising, and propaganda, researchers apply argumentation theory to identify manipulative strategies and raise awareness about critical thinking skills in evaluating discourse.

Additionally, the discourse-pragmatic approach, cognitive-linguistic approach, and social-constructionist approach provide further perspectives on manipulation, emphasizing the pragmatic aspects of language use, cognitive processes involved, and the social and cultural constructs that shape manipulative discourse. Together, these modern approaches enhance our understanding of the complexities of manipulation in conversational discourse and the underlying mechanisms at play.

Conclusions to Chapter I

The study of manipulation in modern English discourse is an important area of research in linguistics and communication studies. Summarizing all the information analyzed above, it is possible to highlight a few points:

1. The notions of **discourse** and **conversational discourse** are central to understanding the various linguistic and social factors that contribute to manipulation in everyday communication.

2. 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.

3. It is a relatively new concept, but on the other hand every human activity can be considered a discourse and possess its own characteristics for it (e.g. political discourse, legal discourse, scientific discourse), that is why it is considered to be **an object of interdisciplinary studying**, for example in research directions of computational linguistics and artificial intelligence, psychology, philosophy and logic, sociology, anthropology and ethnology, a historiography, law, communication researches, political science, etc.

4. One of the types of discourse in Modern English is **manipulative discourse**. **Discourse analysis** provides a useful framework for analyzing the complex interactions between speakers and the ways in which manipulative strategies are employed to achieve communicative goals. Manipulation is a kind of psychological influence, the skillful execution of which leads to a covered excitement in another person's intentions that do not coincide with its actually existing desires.

5. Modern approaches to manipulation, such as the **relevance-theoretic**, **cognitive-linguistic**, and **social constructionist approaches**, have expanded our understanding of the phenomenon by incorporating insights from various disciplines. By continuing to develop and refine these approaches, researchers can shed further light on the role of manipulation

in contemporary discourse and contribute to the development of more effective communication strategies. These approaches highlight the importance of context, cognition, and social construction in shaping our understanding of manipulation in discourse.

As such, the theoretical footing to manipulation in modern English discourse must consider the interplay between language, context, and social factors in order to fully capture the complexity of this phenomenon. Ultimately, a better understanding of manipulation in conversational discourse can lead to more ethical and productive communication practices in modern English-speaking societies.

CHAPTER II
STRATEGIES AND TACTICS OF SPEECH MANIPULATION IN THE ENGLISH CONVERSATIONAL DISCOURSE

2.1. Correlation of strategies and tactics in discourse

Speakers will discover they always need to take a strategic approach to be a master of communication. Strategy is the foundation on which any effective communication depends. In the process of communicative interaction, the realization of the general communicative intention of the speaker and the listener predetermines the use of specific communicative strategies. Having our own mental-verbal picture of the world as a subjective image of objective reality, the speaker transmits not only the content of own thoughts, but also expresses the subjective relation and the attitude to the marked communicative persona. Speech communication is not a simple exchange of information, but rather it is a specially organized influence of the speaker on the addressee in order to change his external behavior and/or the inner world (Melko, 2019, pp. 157-173).

Modern linguistics borrowed the terms "**strategy**" and "**tactics**" from the theory of military planning, in which strategy is defined as the art of conducting a war or a large-scale operation in general, and tactics – an integral part of the military art, covering the theory and practice of conducting specific operations (Wikiwand - Strategy, n.d.,; Wikiwand - Tactic, n.d.).

There is no coincidence that the term "strategy" has gained a statement and numerous interpretations in the scientific linguistic literature. The **strategy** is interpreted as:

- a plan for the optimal implementation of the communicative intention, which determines the combination of speech means (Drewniany, Jewler, 2010, pp. 107-122);
- a sequence of speech actions organized according to the goals of communicative interaction (Cook, 2006, pp. 99-149);

- peculiar planning of the process of speech communication, depending on the specific conditions of communication and personalities of communicants (Dijk, 1997).

In modern English discourse, strategies and tactics are essential elements for effective communication and achieving communicative goals. Strategies refer to the broad approaches or plans employed by speakers to accomplish their communicative intentions, while tactics are the specific techniques and actions used to implement those strategies.

Various strategies can be utilized in modern English discourse, depending on the context and purpose of communication. Some common strategies include:

1. **Persuasive Strategies:** These strategies aim to influence or persuade the audience to adopt a particular viewpoint, take action, or change their beliefs or behaviors. Persuasive tactics often involve appealing to emotions, presenting logical reasoning, providing evidence, or using rhetorical devices.

2. **Informational Strategies:** These strategies focus on conveying factual information or sharing knowledge with the audience. Informational discourse requires clear and organized presentation of information, ensuring that the message is easily understood and effectively communicated.

3. **Collaborative Strategies:** These strategies emphasize cooperation, participation, and engagement among participants in a discourse. Collaborative tactics include active listening, turn-taking, acknowledging others' perspectives, and using inclusive language to promote mutual understanding and effective communication.

4. **Negotiation Strategies:** In situations involving conflicting interests or differing viewpoints, negotiation strategies are employed to reach agreements or find common ground. Negotiation tactics may involve compromising, seeking common goals, active problem-solving, and employing effective negotiation skills to facilitate productive discourse.

This paper considers that the most relevant interpretation for the manipulative discourse is communicative strategy as a **complex of speech actions** aimed at

achieving the overall communicative purpose of the speaker. Based on this definition, it is concluded that the strategy is the basic notion of communicative-pragmatic analysis of the manipulative discourse.

Some scholars define a more specific language term – "speech behavior strategy", "speech strategy", "communication strategy", "discursive strategy", "manipulative strategy". Communicative strategies are explored by scientists from different perspectives, focusing on various aspects. In the philological literature the following approaches to the analysis of communicative strategies can be distinguished:

- **linguistic and stylistic**, according to which the strategy is considered as "content element of the text", a creative implementation of the plan for constructing speech behavior. In the center of attention are author's strategies for creating the text, textual characteristics of the strategies, compositional structure, stylistic organization;

- **linguistic and pragmatic**, according to which the strategy refers to a complex of speech actions, aimed at achieving a communicative goal, or the method of structuring speech behavior in accordance with the communicative purpose of the participant in communication. From this position, the strategy serves as a kind of super-task of speech and is considered through the prism of the basic concepts of linguistic pragmatics – a communicative goal, an intention and an act;

- **psycholinguistic**, according to which the strategy is defined as the exchange of intentional wishes of the interlocutors, which contributes to the emergence of the psychological basis for speech influence, as a way of organizing speech behaviour in accordance with the plan, intention of the communicant, as well as the implementation of this plan by influencing the intellectual, volitional, emotional sphere of the addressee (Борисова, 1999, pp. 79-94);

- **sociolinguistic**, according to which the research of strategies is to determine the linguistic and socio-cultural knowledge necessity for communication, depending on the cultural, subcultural, situational specificity of interpretation (Kress, 2002);

- **cognitive**, according to which the strategy is understood as a cognitive processing of discourse, which results in a mental conception or as a "cognitive process in which the speaker correlates its communicative purpose with a concrete language expression, comprehends the situation through interpretive schemes that promote the development of alternative ways of doing things and achieving goals" (Толмасов, 1986, pp. 200-203). From the standpoint of this approach, the strategy can be interpreted as a certain mental operation associated with processes of generation and perception of the discourse.

Communicative strategy includes:

- the choice of global communicative intention;
- the selection of components of the sentence semantics and extralingual constituents, which correspond to modified communicative meanings;
- the determination of succession of communicative components;
- the choice of communicative form (a dialogue, a written text, a weather forecast, current events); style (formal, informal) and genre (poetry, a joke, a slogan, an advertisement).

The **constituents** of a definite communicative strategy may also contain argumentation, motivation, evaluation, emotional expression, thinking aloud, justification and so on.

One more notion that is supposed to be tackled is **general super strategy.** In the context of conversational discourse, a general super strategy refers to a broad overarching approach or principle that guides the interaction and communication between participants. It represents a high-level strategy that encompasses multiple specific strategies and tactics employed during a conversation.

The concept of a general super strategy recognizes that conversations are not just a random exchange of words but are guided by underlying principles and goals. It involves understanding the overall purpose and direction of the conversation and adopting a strategic approach to achieve effective communication and desired outcomes.

While the specific elements of a general super strategy may vary depending on the context and objectives of the conversation, some common examples include:

- **Cooperative Principle:** Following the cooperative principle, introduced by Paul Grice, involves making contributions to the conversation that are informative, truthful, relevant, and clear. It emphasizes the idea of participants working together to achieve mutual understanding and effective communication (Grice, 1975).

- **Politeness and Face-saving:** Maintaining politeness and face-saving strategies are important aspects of conversational discourse. This involves respecting others' dignity, avoiding direct confrontations or threats to face, and using appropriate linguistic strategies to maintain positive social relationships during the conversation (Brown & Levinson, 1987).

- **Goal-Oriented Communication**: Conversations often have specific goals or objectives, such as conveying information, persuading others, or resolving conflicts. A general super strategy involves aligning the conversation towards achieving these goals by using appropriate strategies and tactics tailored to the desired outcome (Clark, 1996).

Finally, it is crucial to discuss the definitions of "**communicative tactics**" as well. Implementation of a communicative strategy is carried out with the help of tactics, a set of techniques and means for achieving a certain goal. It is a strategic plan that identifies specific way to implement the intentional application of discourse, the relationship between communication strategies and tactics is regarded as links of the genus and species. The strategy is associated with the concept of "globalization", and tactics – with the notion of "locality" (Melko, 2019, pp. 160-161).

Each tactic is aimed at a certain **change** in the fragment of the conscience of the addressee in the direction desired by the addressee. Communicative tactics are dynamic in nature, providing rapid response to the situation. It is based on speech skills, communicative competence. The instrument of its implementation is a

communicative move. The communicative tactic has a symbolic representation, therefore, the method of its installation, unlike the strategy, is guided by the explicit information. It also has certain markers. At the **semantic level**, it is a cliché, nominees of communication participants, performances, connotative meanings of words, particles, repetitions**. Lexical** and **grammatical markers** can be syntactic constructions of the corresponding modality, phraseologized sentences, syntactic synonyms, transposition of syntactic structures, syntactic stylistic figures (parallelism, gradation, anaphor, epiphora, etc.). **Pragmatic indicators** of tactics are the types of the recipient's reaction, the implication, the structure of the communicative moves, and so on (Melko, 2019, p. 162).

In other terms, it is possible to define tactics as the essential constituents of a strategy, compiled to achieve the effect expected from it, or a set of steps and instructions for a successful strategy execution.

2.2. Strategies and tactics in the manipulative discourse in English

Currently the problem of the study of linguistic manipulation strategy is relevant in many fields of knowledge. A large number of works by Ukrainian and foreign linguists are devoted to the study of various aspects of linguistic manipulation strategy. In modern linguistics, there is no common classification of linguistic manipulation methods, since this definition is used by scientists differently due to various linguistic approaches.

When examining the strategies and tactics employed in manipulative discourse in English, it is essential to consider the various **techniques** used to influence and persuade others. Manipulative discourse involves the intentional use of language and communication strategies to shape perceptions, beliefs, and behaviors. Understanding these strategies and tactics is crucial for critical analysis and effective communication.

In addition to general super strategies mentioned in the previous chapter, super strategy of **manipulation** presupposes having an **egocentric nature**, because as a rule it is beneficial only to one interlocutor. Manipulators follow specific strategies

and tactics that enable them to effectively accomplish their communicative goals. We may consider the following examples:

1) *"- All right. How was our second day of class?*

- Good.

- You 're making progress? Enmanno told me you have an ear for the language" (John Grisham. The Broker, p. 101).

In this extract the implicit compliment is used in order to achieve a desirable aim: motivate student's progress in the area already chosen by the speaker - languages.

2) *"- Did nothing happen from that time to the time when the whole house knew that the Diamond was lost?*

- Nothing.

- Are you sure of that? Might you not have been asleep a part of the time?" (Wilkie Collins. The Moonstone, p.46).

In this example, one of the interlocutors deliberately pretends to incorrectly perceive the content of expression to get more information about the situation.

3) *"Don't you think those chairs look rather inviting?"* (W. Somerset Maugham, The Painted Veil, p. 32).

In this example, the desire to understand the character to get what she says is right, but with a hint.

Linguistic manipulation facilitates **distortions** of objective reality through **verbal abuses** and **misuses**, and presents illusionary subjective reality through ambiguous and blurred linguistic data in which intentionality is not quite obvious. Intentionality as one of the basic parameters of linguistic manipulation exercises a destructive effect on an individual, group or society at large. This phenomenon cannot be easily identified, as it is expressed through regular linguistic patterns (lexical elements, grammatical forms and syntactic constructions) which do not trespass the system of customary discourse, also used to realize aims and functions characteristic of non-manipulative communication. On the other hand, it turns out through analysis and interpretation that it is the same linguistic patterns of discourse

that help disclose manipulative intentions ("Implementing Manipulative Strategies in Legal Speech", 2020).

2.1.1. Distortion of information. The verbal manipulative strategy of distortion of information involves deliberately altering or misrepresenting facts, ideas, or evidence to deceive or mislead others. This strategy aims to shape perceptions, create false narratives, or undermine the credibility of opposing viewpoints. Verbal manipulation through the distortion of information is aimed at influencing people's beliefs, attitudes, decisions, and behaviors. By presenting a biased or distorted version of reality, manipulators seek to gain an advantage, shape public opinion, or achieve their desired outcomes. Distortion of information is a common strategy used in manipulative discourse, and it can take various forms.

2.1.1.1. **Labeling**. Labeling is a subtype of verbal manipulative strategies, that involves assigning a specific label or category to a person, group, idea, or concept in order to influence perception and shape attitudes. By attaching a particular label, manipulators seek to evoke preconceived notions, stereotypes, or emotional reactions associated with that label. This can impact how others perceive and interact with the labeled entity.

Labeling is a powerful tool of manipulation as it can create biases, stigmatize individuals or groups, and influence public opinion. It can be used in various contexts, including politics, media, advertising, and interpersonal communication.

Here are a few examples of labeling as a manipulative strategy:

- **Political labeling:** in political discourse, labels are frequently used to categorize opponents or competing ideologies. For example, labeling someone as a "radical", "extremist", or "socialist" can evoke negative connotations and shape public perception of their beliefs or policies. That strategy is particularly relevant at present time and is abused by Russian state media:

    e.g. "President Vladimir Putin has claimed that the military action is aimed at the "denazification of Ukraine" and Russian Foreign Minister

Sergei Lavrov called the Ukrainian president "a Nazi and a neo Nazi" (Why is Putin Calling the Ukrainian Government a Bunch of Nazis?, ADL, 2023).

This tool has been applied in Russian propaganda for years now, and, unfortunately, it has always been a productive way to manipulate the opinions of the public.

- **Stereotyping and Prejudice:** Labels can contribute to stereotyping and prejudice by attaching negative characteristics or assumptions to individuals or groups based on their race, ethnicity, religion, or other identifying factors. These labels perpetuate biases and can lead to discrimination. Stereotyping and prejudice can have harmful consequences, as they contribute to social inequality, exclusion, and discrimination. They can perpetuate biases, reinforce social norms, and hinder meaningful communication and understanding between individuals from different backgrounds. Manipulators may exploit stereotypes and prejudices to manipulate others by appealing to existing biases or creating new ones. Let us consider the example below:

    e.g. "[…] Asians get to be stereotyped as talented geniuses and prodigies, OK? Black women are… are stupid, lazy, angry" (Ginny & Georgia: Season 1, Episode 8 Script |Subs Like Script, n.d.).

    Prejudice refers to preconceived negative attitudes, feelings, or judgments directed toward individuals or groups based on their perceived characteristics, and the following extract clearly indicates the negative impact of racial stereotyping, which results into difficulties in co-existing of different races.

- **Branding and Advertising**: In advertising, labels are used to create desirable associations with products or services. For instance, a food product may be labeled as "organic", "natural", or "healthy", even if the

actual content does not fully meet those criteria. Such labeling influences consumers' perceptions and purchasing decisions.

It is important to critically evaluate the use of labeling in communication and be aware of its potential manipulative nature. Recognizing when labels are being used to influence perception and understanding the underlying intentions can help individuals guard against being unduly influenced by such strategies.

2.1.1.2. **The use of stylistic devices as a manipulative means.** Another way of distorting information in manipulative discourse is the use of stylistic devices as a manipulative means. Stylistic devices are linguistic techniques employed to enhance the aesthetic or persuasive effect of language. When used manipulatively, these devices can distort information and influence the audience's perception and interpretation of the message.

For example, **metaphor**, which is a figure of speech that creates a comparison between two unrelated things, can be used manipulatively to evoke certain emotions or associations in the audience, shaping their understanding of the subject. For instance, referring to an unpopular policy as a "cancer" in society, exploiting the negative connotations associated with the disease to create a strong negative perception (Lakoff & Johnson, 1980).

One more way to use stylistic devices as a manipulative means is applying **euphemisms**. Euphemism is the use of mild or indirect language to replace harsh, offensive, or sensitive expressions. It can be employed manipulatively to downplay or conceal the true nature of something, making it more acceptable or less objectionable. For example, referring to layoffs as "rightsizing" or "downsizing", thus making the action sound less negative or alarming (Allan & Burridge, 2006).

Moreover, **hyperbole** as an exaggerated statement or claim not meant to be taken literally is often used manipulatively to emphasize or magnify certain aspects of an argument, evoking strong emotions or reactions. The cituation when it is claimed that a minor increase in taxes will "bankrupt the

entire nation", creating a sense of fear and urgency, can be taken as an example for this stylistic device (Gibbs, 2002).

Finally, it is crucial to mention the application of **irony**, or the use of words that convey a meaning opposite to their literal interpretation. It can be used manipulatively to convey a hidden message, mock or criticize, or create an ironic distance between the speaker and the stated message, for example, praising someone's terrible performance as "brilliant", conveying the opposite meaning through sarcasm (Gibbs, Colston, 2012).

2.1.1.3. **The use of friend-or-foe category as a manipulative means.** The use of the friend-or-foe category as a manipulative means is a subtype of the verbal manipulative strategy of distortion of information. This strategy involves creating a dichotomy between individuals or groups, categorizing them as either friends or foes, in order to manipulate perceptions and attitudes. It can be classified into the following subtypes:

- **In-group and Out-group Bias:** The use of friend-or-foe categorization is often associated with in-group bias, which refers to the tendency to favor members of one's own group over those from other groups. This bias can be exploited to manipulate perceptions and generate negative attitudes towards out-group members (Tajfel, Turner, 1979).

  One example of in-group and out-group bias portrayed in popular television is the TV series "Game of Thrones". The show depicts various groups and factions vying for power and control over the fictional land of Westeros. One notable example is the rivalry between the Stark family (in-group) and the Lannister family (out-group). Throughout the series, there is a clear distinction between the Starks, who are portrayed as noble and honorable, and the Lannisters, who are depicted as cunning and power-hungry. This in-group bias is reinforced through the characterizations, actions, and narrative framing of the two families. Viewers are often encouraged to sympathize with the Starks and root against the Lannisters based on these biased portrayals.

- **Us vs. Them Mentality**: The friend-or-foe categorization relies on creating an "us vs. them" mentality, emphasizing the differences between one's own group (the "us") and the opposing group (the "them"). This dichotomy can be used manipulatively to foster hostility, bias, and division (Markovsky et al., 1990).

  One example of Us vs. Them mentality depicted in literature is George Orwell's novel "1984". (Orwell, 1949). In the dystopian society of Oceania, the ruling Party manipulates its citizens through various forms of propaganda and psychological manipulation, including fostering a strong sense of Us vs. Them mentality.

  In the novel, the Party promotes the idea of a cohesive, unified society under their rule, where the citizens are encouraged to see themselves as part of the "Party" (Us) and view all those outside of it as enemies, or the "Them". The Party instills fear and hatred towards the "Them" by creating a constant state of war, demonizing other nations, and labeling them as enemies of Oceania.

  This Us vs. Them mentality is exemplified through slogans such as "War is Peace", "Freedom is Slavery", and "Ignorance is Strength", which reinforce the Party's narrative and manipulate the citizens' perception of reality. The citizens are encouraged to spy on one another, report any signs of disloyalty, and conform to the Party's ideology, further deepening the divide between Us and Them.

- **Dehumanization:** The manipulation of friend-or-foe categories can involve dehumanizing the opposing group, treating them as less human or unworthy of empathy and moral consideration. This dehumanization serves to justify mistreatment and discrimination (Haslam & Loughnan, 2014).

  A bright example of dehumanization in literature is the novel "Night" by Elie Wiesel (Wiesel, 2013). The book is a memoir of Wiesel's

experiences as a young Jewish boy during the Holocaust, specifically focusing on his time spent in concentration camps.

In the narrative, Wiesel vividly describes the dehumanizing treatment inflicted upon Jews by the Nazis. The Nazis employed various tactics to strip the Jewish prisoners of their humanity and reduce them to mere objects or numbers. One notable example is the use of identification numbers tattooed on their arms, replacing their individual names and reducing their identities to a numerical sequence. Wiesel's "Night" serves as a harrowing account of the dehumanization experienced during the Holocaust.

The following examples can be taken into consideration:

1) *"Form ranks of fives! [...]Men to the left! Women to the right!"* (Wiesel, 2013, p. 30).

2) *"Shut up, you moron, or I'll tear you to pieces! You should have hanged yourselves rather than come here. Didn't you know what was in store for you here in Auschwitz? You didn't know? In 1944?"* (Wiesel, 2013, p. 30).

3) *"Over there. Do you see the chimney over there? Do you see it? And the flames, do you see them? [...] Over there, that's where they will take you. Over there will be your grave. You still don't understand? You sons of bitches. Don't you understand anything? You will be burned! Burned to a cinder! Turned into ashes!"* (Wiesel, 2013, p. 30).

The usage of inappropriate language units, violence threats, rhetorical questions about the inmates' future all serve to assert dominance and dehumanize people held in the concentration camp. It depicts the degrading conditions, the loss of personal identity, and the systematic attempts to erase the humanity of the Jewish prisoners.

The narrative serves as a reminder of the atrocities committed when individuals are dehumanized, and the urgent need to recognize and resist such practices.

- **Manipulation through Threats and Fear:** Finally, friend-or-foe categorization can be used manipulatively by creating a sense of threat or fear associated with the opposing group, driving individuals to adopt a defensive stance and reinforcing group cohesion (Duckitt, 2005).

An example of manipulation through threats and fear in literature is, once more, the novel "1984". As it depicts a totalitarian society ruled by the Party, led by Big Brother, one of the primary methods of control used by the Party is manipulation through threats and fear.

In the novel, the Party employs various tactics to instill fear and maintain control over the population. One prominent example is the constant surveillance of citizens through telescreens, hidden microphones, and the Thought Police. The citizens are constantly reminded that they are being watched and that any form of dissent or rebellious thoughts will be swiftly punished. This pervasive atmosphere of fear creates a sense of constant paranoia and self-censorship among the characters.

1) *"We shall meet in the place where there is no darkness"* (Orwell, 1949, p. 32).

This quote is an example of a cryptic and ominous slogan used by the Party to instill fear and control among the citizens of Oceania. The promise of a meeting in a place with no darkness implies both a threat and a false hope, keeping people in a state of uncertainty and fear.

2) *"Thought crime does not entail death: thoughtcrime IS death"* (Orwell, 1949, p. 36).

This quote illustrates the Party's use of thoughtcrime as a means of control. The mere act of having unorthodox thoughts is equated with death, creating a climate of constant fear and surveillance.

3) *"The worst thing in the world varies from individual to individual. It may be burial alive, or death by fire, or by drowning, or by impalement, or fifty other deaths"* (Orwell, 1949, p. 358).

This quote exemplifies the Party's manipulation of fear by emphasizing that the punishment for dissent can be tailored to the individual's worst fears, making it a powerful tool for control.

4) *"BIG BROTHER IS WATCHING YOU"* (Orwell, 1949, p. 4).

This ubiquitous slogan serves as a constant reminder of surveillance and control. The mere presence of Big Brother's watchful eye fosters a climate of fear, self-censorship, and conformity.

5) *"The heretic, the enemy of society, will always be there, so that he can be defeated and humiliated over again"* (Orwell, 1949, p. 337).

This quote reflects the Party's strategy of perpetuating the existence of enemies, real or imagined, to maintain a state of perpetual war and fear among the population.

These quotes demonstrate how manipulation through threats and fear is a central theme in "1984", where the Party uses psychological tactics to keep the citizens in a state of submission and control.

It is important to be aware of these manipulative strategies and to critically evaluate the information presented, considering the broader context and individual biases.

2.1.2. Selection of the information. The verbal manipulative strategy of selection of information involves deliberately choosing and presenting information in a way that supports a particular agenda or biases, while ignoring or omitting contradictory or unfavorable information. This strategy is commonly employed in various forms of communication, including media, politics, and advertising, to shape perceptions and influence individuals' beliefs and opinions (Pennbaker, Chew, 2019, pp. 45-62).

One example of the selection of information as a manipulative strategy can be seen in media bias, where news outlets or journalists selectively report information that aligns with their ideological or political leanings while downplaying or omitting opposing viewpoints. This **selective reporting** can lead to a distorted representation of events and influence public opinion. A real-life example of that phenomenon in the media can be seen in the coverage of political debates or interviews. Media outlets may choose to highlight specific soundbites or quotes that reinforce a particular narrative or agenda, while ignoring or downplaying other statements that provide a more nuanced perspective. This selective presentation of information can sway public opinion and create a biased perception of the event.

2.1.2.1. Blocking the information. The verbal manipulative strategy of blocking the information involves intentionally withholding or suppressing certain information to manipulate the perception or understanding of a situation. This tactic aims to limit access to specific facts, evidence, or viewpoints that may challenge or contradict the manipulator's desired narrative or agenda (Mansson, 2019, pp. 1-8).

One example of blocking the information can be seen in **censorship practices** in authoritarian regimes or repressive governments. These entities control or restrict access to information through various means, such as internet censorship, media control, or suppression of dissenting voices. By limiting the availability of certain information, they seek to maintain control, manipulate public opinion, and prevent alternative narratives from emerging.

Let us consider the following example:

"In March 2022, Russian lawmakers adopted changes to the country's laws imposing fines and prison terms for discrediting the country's military and the actions of government agencies abroad or spreading "fake" information about them" (Spicer, 2023).

As one can see, the strategy of blocking the information for the general population in order to suit the political agenda and propaganda is actively applied in Russia by the regime.

In the context of **interpersonal communication**, blocking the information can occur when an individual deliberately withholds important details or facts in order to manipulate others. For instance, in a negotiation or argument, someone may intentionally omit relevant information that could undermine their position or weaken their argument. By selectively sharing only partial or biased information, they seek to control the narrative and influence the outcome in their favor.

2.1.2.2. Historical allusions. The verbal manipulative strategy of historical allusions involves referencing past events or historical figures in a selective or distorted manner to manipulate the interpretation of current situations or shape public opinion. By invoking historical events or figures, manipulators aim to influence emotions, perceptions, and attitudes by creating parallels, drawing on symbolism, or using historical narratives to support their agenda (Billig, 2008).

One of the very prominent examples of the usage of that strategy is the representation of **Stepan Bandera** in Russian state media. Bandera was a Ukrainian far-right leader of the radical, militant wing of the Organization of Ukrainian Nationalists. He was indeed a controversial historical figure, as he is known for being allies with Nazis at the beginning of WWII, and this controversy is successfully used to dehumanize both him, and those Ukrainians who support him. That can be illustrated by the following example:

After stories about "demilitarization", "denazification", and then "desatanization", Russian propagandists did not stop. They combined two of their favorite words – "Bandera" and "Nazism" – and came up with a new religion.

In the swamps, they allegedly came up with a new Ukrainian religion – "Bandera paganism". They also added about "esoteric Nazism" (Religious Information Service of Ukraine, 2023).

2.1.2.3. Reference to unverified sources. The verbal manipulative strategy of referencing unverified sources involves citing or alluding to information from unreliable or unverified sources in order to shape perceptions, mislead, or deceive others. By referring to these sources, manipulators aim to lend credibility to their claims or arguments, even though the information may lack factual accuracy or legitimacy (Pennycook, Rand, 2018).

An example of referencing unverified sources as a manipulative strategy can be seen in the spread of **misinformation** and **fake news** through various media channels. Manipulators may cite anonymous or dubious sources, share unverified rumors, or rely on fabricated information to advance their own agenda or deceive the audience. By referencing these unverified sources, they aim to give the illusion of credibility to their claims while exploiting the lack of fact-checking or critical thinking

In the context of a television news program discussing a controversial topic, a news anchor claims, "*According to an anonymous insider within the government, there are secret plans to impose strict regulations that will negatively impact citizens' freedom.*" The news anchor does not provide any verifiable evidence or specific details about the alleged insider or the secret plans. By referencing an anonymous and unverified source, the news anchor aims to create a sense of urgency, generate fear or concern among viewers, and manipulate their perception of the issue.

It is crucial for individuals to critically evaluate the sources of information they encounter. Fact-checking, seeking reputable sources, and consulting multiple perspectives can help identify manipulative tactics involving the reference to unverified sources. Additionally, media literacy and critical thinking skills play a significant role in recognizing and resisting the influence of such manipulative strategies in communication.

2.1.2.4. The usage of passive voice. The usage of passive voice is a common verbal manipulative strategy employed in communication to obscure

or shift responsibility, create ambiguity, or mislead the audience. It involves structuring sentences in a way that places the emphasis on the recipient of an action rather than the doer. By doing so, the manipulator can manipulate the perception of events or actions, deflect blame, or avoid taking direct responsibility.

Research has explored the effects of the passive voice in various contexts. For example, Kam and Newport (2009) conducted an experiment examining the impact of passive voice in news reporting. They found that the passive voice was effective in shifting blame away from the subject, leading to reduced judgments of culpability and decreased negative evaluations of the subject.

In another study, Maass, Salvi, Arcuri, and Semin (1989) investigated the persuasive effects of the passive voice in advertising. They discovered that the passive voice was used strategically to shift attention away from the source of claims, creating a sense of objectivity and authority. This manipulation of the recipient's perception through the passive voice contributed to more positive evaluations of the advertised product or service.

The usage of that strategy is not limited to advertising and news reporting. We may consider an example taken from a TV show:

"A mistake was made" (House of Cards: Season 1, Episode 1 Script | Subs Like Script, n.d.).

In the TV show "House of Cards", the character Frank Underwood often employs manipulative tactics to advance his political agenda. In one instance, he uses the passive voice to distance himself from a mistake or wrongdoing. By saying "a mistake was made", Frank avoids taking personal responsibility and deflects blame onto an unspecified entity or circumstance.

It's worth mentioning that examples of the usage of the passive voice as a manipulative strategy can be found in various forms of media, including TV shows, news reports, and political speeches. The goal is often to influence the

audience's perception of events or actions by shifting attention away from the doer and downplaying their responsibility.

Conclusions to Chapter II

This chapter has explored the correlation between strategies and tactics in discourse, specifically focusing on the manipulative discourse in English. Modern linguistics borrowed the terms "**strategy**" and "**tactics**" from the theory of military planning. In the scientific linguistic literature, they have gained numerous interpretations, which lead to one common denominator of all, that strategies and tactics are essential elements for effective communication and achieving communicative goals. Strategies refer to the broad approaches or plans employed by speakers to accomplish their communicative intentions, while tactics are the specific techniques and actions used to implement those strategies.

The deliberate use of language and communication techniques to sway perceptions, beliefs, and actions is known as **manipulative discourse**. To conduct critical analysis and communicate effectively, it is essential to comprehend these methods and tactics.

Through language abuse and misuse, linguistic manipulation allows the **distortion** of objective reality. It also offers an illusionary subjective world through linguistic material that is imprecise and blurry, with the intentionality of which is not always clear. As one of the fundamental criteria of linguistic manipulation, intentionality has a negative impact on a person, a group, or society as a whole. For instance, the purposeful alteration or misrepresentation of facts, ideas, or evidence is a verbal manipulative approach used to deceive or mislead people. This tactic seeks to sway opinions, fabricate stories, or call into question the validity of competing ideas. Verbal manipulation through the distortion of information is aimed at influencing people's beliefs, attitudes, decisions, and behaviors.

On the other hand, the verbal manipulative strategy of **selection of information** involves deliberately choosing and presenting information in a way that supports a particular agenda or biases, while ignoring or omitting contradictory

or unfavorable information. This strategy is commonly employed in various forms of communication, including media, politics, and advertising, to shape perceptions and influence individuals' beliefs and opinions.

In summary, the study of linguistic manipulation strategies is highly relevant in various fields of knowledge, and it lacks a unified classification due to diverse linguistic approaches. Manipulative discourse intentionally employs language and communication strategies to shape perceptions, beliefs, and behaviors.

Specific **tactics** are used for manipulative purposes, including *implicit compliments, selective perception of information*, and various linguistic techniques. These manipulative strategies can distort objective reality, create biased perceptions, and serve hidden agendas. The strategies discussed encompass tactics such as *labeling, the use of stylistic devices, friend-or-foe categorization, selection of information, blocking information, historical allusions, reference to unverified sources, and the usage of passive voice*. Recognizing these manipulative techniques is essential for critical analysis and effective communication in a world where manipulation is pervasive across various forms of discourse.

CHAPTER III
PSYCHOLINGUISTIC FEATURES OF REALIZING
MANIPULATIVE STRATEGIES IN MODERN ENGLISH DISCOURSES

3.1. Elaboration Likelihood Model in realizing manipulative strategies, its psycholinguistic properties

Psycholinguistic models of manipulation focus on the **cognitive processes** and **psychological mechanisms** involved in the reception and interpretation of manipulative discourse. These models aim to uncover the underlying psychological factors that make individuals susceptible to manipulation and explore how linguistic cues and strategies are used to exploit these cognitive processes.

A prominent psycholinguistic model of persuasion and attitude change is the **Elaboration Likelihood Model** developed by Petty and Cacioppo. The model was introduced in their influential book "Communication and Persuasion: Central and Peripheral Routes to Attitude Change" (1986). The Elaboration Likelihood Model proposes two distinct routes of information processing: the **central route** and the **peripheral route**.

According to the Elaboration Likelihood Model, individuals engage in different levels of **cognitive processing** depending on their **motivation** and **ability to process information**. The central route represents a high level of cognitive elaboration where individuals carefully analyze and scrutinize the persuasive message. In this route, people critically evaluate the arguments, evidence, and logic presented in the message, leading to more lasting and resistant attitude change.

On the other hand, the peripheral route involves a lower level of cognitive elaboration, relying on peripheral cues such as the attractiveness or credibility of the source, superficial characteristics of the message, or emotional appeals. In this route, individuals may make judgments based on heuristics or shortcuts, without deeply processing the message content.

The Elaboration Likelihood Model suggests that the route taken by individuals depends on several factors, including their motivation to process information and

their ability to do so. When individuals have both high motivation and sufficient cognitive resources, they are more likely to engage in central processing and critically evaluate the persuasive message. Conversely, when individuals have low motivation or limited cognitive resources, they are more likely to rely on peripheral cues and engage in peripheral processing:
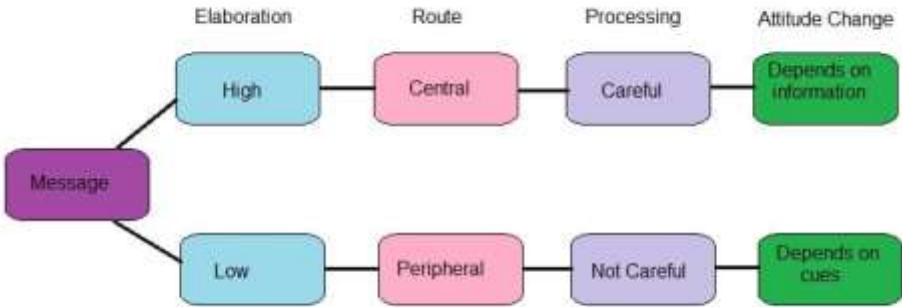

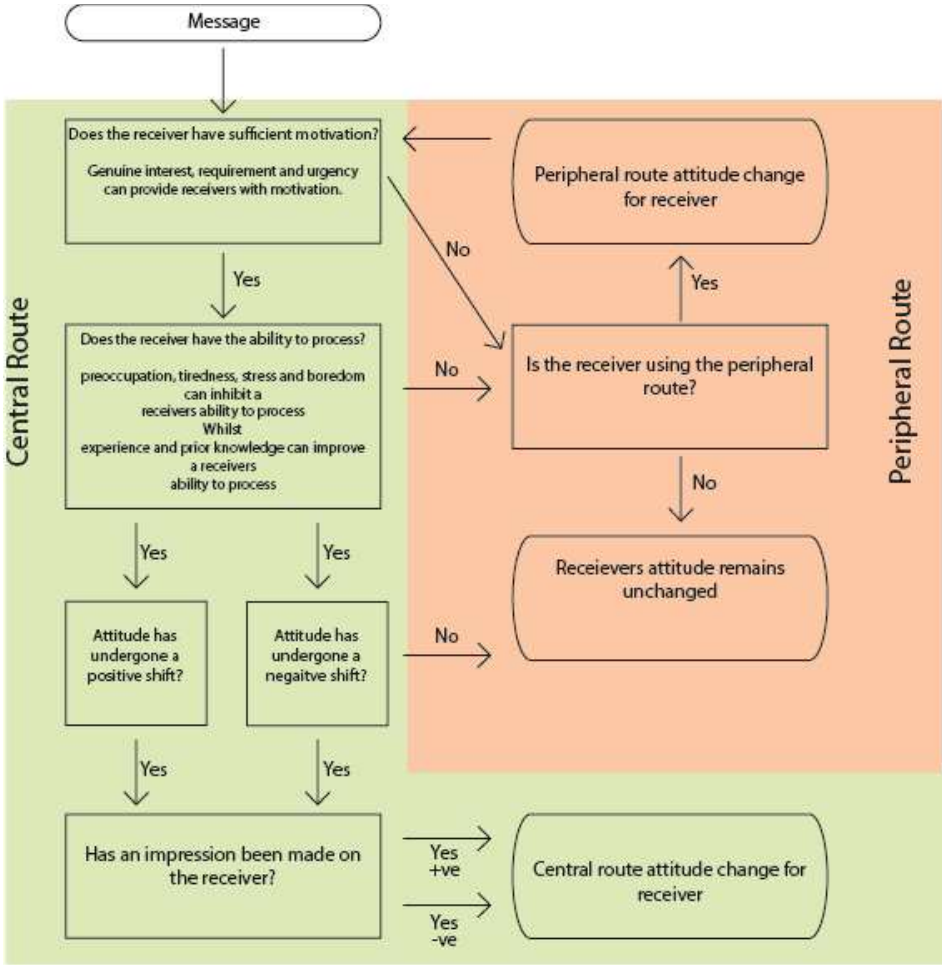
Figure 3.1 **Diagram 1: Elaboration Likelihood Model routes**

Figure 3.2 **Diagram 2: Elaboration Likelihood Model routes**

The Elaboration Likelihood Model has been widely used in various domains, including advertising, health communication, political campaigns, and social influence. It has provided valuable insights into the effectiveness of different persuasive strategies and the factors influencing attitude change (Petty, Wegener, 1999, pp. 41-72).

The Elaboration Likelihood Model can be applied to advertising and marketing. In 1983, Petty, Cacioppo and Schumann conducted a study to examine source effects in advertising (Petty, Cacioppo, Schumann, 1983, pp. 135-146). It was a product advertisement about a new disposable razor. The authors purposefully made one group of subjects highly involved with the product, by telling them the product would be test marketed soon in the local area and by the end of the experiment they would be given a chance to get a disposable razor. Whereas, the authors made another group of subjects have low involvement with the product by telling them that the product would be test marketed in a distant city and by the end of the experiment they would have the chance to get a toothpaste.

In addition to varying **involvement**, the authors also varied **source** and **message characteristics** by showing a group of the subjects ads featuring popular athletes, whereas showing other subjects ads featuring average citizens; showing some subjects ads with strong arguments and others ads with weak arguments. This experiment shows that when the elaboration likelihood was low, featuring famous athletes in the advertisement would lead to more favorable product attitudes, regardless of the strength of the product attributes presented. Whereas when elaboration likelihood was high, only the argument strength would manipulate affected attitudes (Petty, Cacioppo, Schumann, 1983, pp. 135-146; Petty, Cacioppo, 1984, pp. 668-672).

Sigal Segev and Juliana Fernandes published a study in January 2023 to evaluate the use of the Elaboration Likelihood Model and its central and peripheral processing routes to evaluate viral advertisements between 2009 and 2019. The study found that the viral video ads contained more peripheral rather than central cues (Segev, Fernandes, 2023, pp. 125-154). Similarly, Piao Pan and Hao Zhang

published "Research on Social Media Advertising Persuasion Based on the Elaboration Likelihood Model" based on 309 valid questionnaires collected as empirical data and found that when advertisements tried to be more persuasive, consumers were more likely to take the central processing route and become more involved in the content. On the other hand, when advertisements tried to be more informative, consumers were more likely to take the peripheral processing route and be less involved (Pan, Zhang, 2023, p. 154).

In the same manner, the elaboration likelihood model is widely practised in politics. For instance, Hans-Joachim Mosler (2006) applied ELM to study if and how a minority can persuade the majority to change its opinion.

The study utilized **Agent-based social simulation**. There were 5 agents. 3 (or 4) of whom held a neutral opinion on some abstract topic, while the other 2 (or 1) held a different opinion. In addition, there were differences between the agents regarding their argument quality and peripheral cues. The simulation was done in rounds. In each round, one of the agents had an opportunity to influence the other agents. The level of influence was determined by either the **argument strength** (if the central route was taken) or the **peripheral cues** (if the peripheral route was taken). After 20 rounds of persuasion, the distance between the majority's original opinion to its new opinion was studied. It was found that, the peripheral cues of the minority were more important than the argument quality. I.e, a minority with strong arguments but negative cues (e.g., different skin-color or bad reputation) did not succeed in convincing the majority, while a minority with weak arguments and positive cues (e.g., appearance or reputation) did succeed. The results depend also on the level of **personal relevance** – how much the topic is important to the majority and to the minority (Elaboration likelihood model, 2022).

Correspondingly, in the area of political campaigns, it is predicted that an individual who does not participate in politics or the campaign will utilize peripheral cues when deciding how to vote. Peripheral cues would include a person referencing his or her political orientation, party preference, and credibility. These factors act as cues for behavior. They do not require the voter to put forth much mental effort.

Thinking through the arguments is not necessary. Thus, under a condition of low political involvement, a person's a) political party preference, b) political orientation, and c) credibility for a candidate will be strongly related to his or her intention to vote for a particular candidate (Chmielewski, 2012, p 36).

To shed more light into the usage of the Elaboration Likelihood Model in Modern English discourse, let us consider the way it can be applied to analyzing viewers' or readers' perception of the actions of a fictional character. In one of the episodes of a famous American sitcom "How I Met Your Mother" (2005–2014), the main character, Ted Mosby, makes a decision to run away with his former romantic partner, Victoria, the day she was supposed to get married to another man:

"Meanwhile, I was also gloriously happy...

driving off into the sunset

with Victoria...

who left her fiancé, Klaus,

at the altar for me" (How I met your mother, 2005-2014).

If the viewers of the TV show take the central route, the mental process marked with some pauses might unfold as follows: viewers who are highly engaged with the story might systematically process the reasoning and the argumentation of Ted. They pay close attention to his reasons for stealing a woman from the altar, the evidence provided, background knowledge of the story and his biography, and the logical coherence of the arguments for and against. They are able to evaluate if his motivations are sound and whether that decision generally aligns with the character's goals and values.

Viewers taking the central route engage in high elaboration, meaning they think deeply about the persuasive message. They may compare Ted's arguments to their own beliefs and values, attempting to assess the validity of the persuasive appeal.

And, on the other hand, if the Peripheral Route is taken, then some viewers may not be as emotionally invested in the story or may be watching it casually. They might rely on peripheral cues, such as the Ted's reputation or emotional appeal. If he

is described as romantic, charming, or charismatic throughout the episode, these viewers might be persuaded to support this morally grey deed, solely based on these cues, without further questioning.

Readers taking the peripheral route engage in low elaboration; they are not deeply analyzing the argument but are swayed by superficial aspects of the persuasive message.

In conclusion, the Elaboration Likelihood Model sheds light on how manipulation of cognitive processing routes can influence persuasion and attitude change. Understanding when and how individuals engage in central or peripheral processing has practical applications in fields such as advertising, politics, and social influence.

3.2. Heuristic-Systematic Model of manipulation from a psycholinguistic perspective

The Heuristic-Systematic Model, also known as the HSM, is a cognitive processing model developed by Shelly Chaiken in 1980. It aims to explain how individuals process and evaluate persuasive messages based on two distinct cognitive processes: **heuristic processing** and **systematic processing**.

According to the Heuristic-Systematic Model, individuals employ two different cognitive strategies when processing persuasive messages. The first strategy is heuristic processing, which involves the use of **mental shortcuts** or **heuristics** to make judgments and decisions quickly and with minimal effort. Heuristics are cognitive rules of thumb that allow individuals to simplify complex information and arrive at judgments based on readily available cues or mental shortcuts.

The second strategy is systematic processing, which involves a more thorough and careful examination of the persuasive message. In systematic processing, individuals engage in **detailed analysis** and **evaluation** of the message content, considering the quality of arguments, evidence, and logical coherence. This mode of

processing requires more cognitive effort and is more likely to lead to long-lasting attitude change.

The Heuristic-Systematic Model posits that individuals will resort to heuristic processing when they lack the motivation or cognitive resources to engage in systematic processing. Heuristic processing allows for **quick judgments** and decisions, but it may be influenced by biases or cognitive biases associated with the specific heuristics used.

On the other hand, when individuals are motivated and have sufficient cognitive resources, they are more likely to engage in systematic processing. Systematic processing involves a **careful evaluation** of the message, considering both the **content** and the **quality of the arguments**. It leads to a more thoughtful and critical analysis of the persuasive message (Chaiken, 1980).

The heuristic-systematic model posits that opinions can be subject to various biases. For instance, heuristic rules can sway individuals' thoughts when they engage in careful deliberation (systematic processing). This occurs when an argument appears more convincing or accurate solely due to its **source's expertise**, creating a bias in favor of arguments from credible sources, such as an expert endorsement from Consumer Reports, as opposed to less credible ones, like Wal-Mart.

Additionally, the model suggests that different **motives** or **goals** can introduce bias into attitudes. While accuracy motivation typically drives people to form accurate opinions, defensive motives or impression motives can also influence attitudes. Defensive motives prompt individuals to align with information benefiting their self-interests or preferred self-image. This leads to agreement with policies that personally benefit them rather than others. Likewise, impression motives can motivate individuals to conform their opinions to match those of influential individuals in their social circle, such as exaggerating their liking for a particular band to maintain a friendship or overstating their appreciation for a class to foster positive interactions with an instructor (Chen, Chaiken, 1999, pp. 73-96).

Along with the previously discussed Elaboration Likelihood Model, the Heuristic-Systematic Model is widely applied in various research in the field of

politics. The study conducted by Sungeun Chung and Moniza Waheed (2016) investigated two information-processing modes for political messages from favored politicians: "biased" systematic processing and heuristic processing. The results indicated, that when the issue discussed in the message was unfamiliar, citizens formed their attitudes toward the issue based on their favorability toward the politician. This tendency was found for participants who had both relatively high and low levels of political interest; for participants with low levels of interest, the effect of source favorability on attitudes toward issues was not mediated by message-relevant thoughts. These results suggest that citizens with low levels of interest in politics tend to superficially process politicians' messages and make judgments on issues based on the message source rather than the content (Chung & Waheed, 2016). In its turn, these findings are successfully utilized in manipulating citizens with lower level of political interest to prefer certain candidates.

Currently, the heuristic-systematic model is widely applied in political propaganda and shaping political preferences around the globe. One of the brightest, and yet the least noticeable instances of its application is appealing to the heuristic processing of the masses during a threatening cituations like wars or any other types of local or global conflicts. As it was stated above, the heuristic processing allows for quicker judgement, leaving space for bias and a lack of critical perception.

Examples of this can be seen in the current political climate in Ukraine. Russian propaganda has been widely using heuristic cues to manipulate public opinion and support for the war. For example, Russian state media has repeatedly used the term "*Nazi*" to describe the Ukrainian government and its supporters. This is a powerful heuristic cue, as it evokes strong negative emotions and associations in many people's minds.

Another example is the use of images and videos of violence and destruction to create a sense of fear and urgency. This can lead people to make quick judgments without carefully considering all of the facts.

Propagandists can also exploit people's natural tendency to trust authority figures. For example, Russian state media has repeatedly quoted Russian President

Vladimir Putin as saying that the war in Ukraine is necessary to protect Russia from its enemies. This can lead people to believe that the war is justified, even if they have doubts about the official narrative.

The heuristic-systematic model is a powerful tool that can be used to manipulate public opinion. Let us consider some more specific examples of how the heuristic-systematic model has been used in political propaganda in recent months:

1) The US withdrawal from Afghanistan: The Biden administration's handling of the US withdrawal from Afghanistan was widely criticized, and some commentators argued that the administration used heuristic cues to manipulate public opinion in favor of the withdrawal. For example, the administration frequently used the phrase "*ending the forever war*" to describe the withdrawal. This phrase is a powerful heuristic cue, as it evokes positive emotions and associations in many people's minds.

2) The COVID-19 pandemic: Political leaders and public health officials have used heuristic cues to encourage people to get vaccinated against COVID-19. For example, some leaders have used the phrase "*a return to normalcy*" to describe the benefits of vaccination. This phrase is a powerful heuristic cue, as it evokes positive emotions and associations in many people's minds.

It is important to be aware of how the heuristic-systematic model can be used to manipulate public opinion. By being critical of the information that we consume and by being aware of our own cognitive biases, we can better resist the influence of propaganda.

To conclude, it is important to note that while heuristic rules can occasionally lead to erroneous conclusions in areas like politics, they still serve as indispensable tools in daily life. Persuasion heuristics offer a practical means for making the multitude of evaluations individuals encounter regularly. These heuristics often lead to reasonable opinions, particularly when individuals lack the expertise or knowledge needed to assess complex information, such as when novice consumers rely on recommendations like "Consumer Reports' top pick" to simplify the daunting task of selecting their first car or computer.

The Heuristic-Systematic Model has been influential in understanding how individuals process persuasive messages and make decisions. It highlights the importance of both quick, heuristic-based judgments and more thoughtful, systematic analysis in the persuasion process.

3.3. The Cognitive Response Model of manipulation: psycholinguistic features

The Cognitive Response Model is a theory of persuasion first proposed by Anthony Greenwald in 1968, and later developed by Martin Fishbein and Icek Ajzen in the 1970s. The Cognitive Response Model focuses on individuals' cognitive responses, or thoughts and reactions, to persuasive messages. It suggests that these cognitive responses play a critical role in shaping attitudes and behavior change.

According to the Cognitive Response Model, when individuals are exposed to a persuasive message, they generate various cognitive responses that can be classified into two main categories: **favorable** and **unfavorable**. Favorable cognitive responses include thoughts that support the message arguments, find the message credible, or are in agreement with the message content. Unfavorable cognitive responses, on the other hand, involve thoughts that challenge the message arguments, question the credibility of the source, or express disagreement with the message content.

The Cognitive Response Model emphasizes that the **direction** and **strength** of cognitive responses influence attitude change. If individuals generate more favorable cognitive responses, they are likely to develop a more positive attitude toward the message and be more persuaded. Conversely, if individuals generate more unfavorable cognitive responses, they are likely to maintain or even strengthen their initial attitudes.

Additionally, the Cognitive Response Model recognizes the role of **individual differences** in processing persuasive messages. It suggests that individuals differ in their cognitive processing styles, and these differences can impact their responses to persuasive messages. For example, some individuals may be more cognitively

elaborative, engaging in detailed thinking and analysis of the message arguments, while others may rely more on peripheral cues or heuristics (Fishbein & Ajzen, 1975).

The Cognitive Response Model has been widely applied in the field of persuasion and advertising research. It provides insights into the cognitive processes underlying persuasion and helps researchers understand how individuals' thoughts and reactions to persuasive messages influence attitude formation and behavior change.

Let us consider some examples of the application of the Cognitive Response Model in different areas:

1) **Advertising and Marketing**:

In advertising research, the Cognitive Response Model has been used to analyze how consumers' cognitive responses to advertising messages influence their attitudes and purchase intentions. For instance, researchers have examined how consumers' thoughts and counterarguments generated while viewing an ad impact their perception of the product's attributes and overall attitude toward the brand (Batra & Ray, 1986, pp. 234-249).

2) **Health Communication**:

In the context of health campaigns, the Cognitive Response Model has been used to understand how individuals process health-related messages. Researchers have explored how people's cognitive responses, such as thoughts about the message's credibility or personal relevance, influence their intentions to engage in health-promoting behaviors (Tormala & Petty, 2002, pp. 1298-1313).

3) **Environmental Communication:**

Environmental campaigns often employ persuasive messages to promote pro-environmental behaviors. The Cognitive Response Model has been used to examine how individuals' cognitive responses to these messages, such as perceived **efficacy** and **feasibility** of taking environmentally friendly actions, influence their intentions to engage in sustainable behaviors (Smith & Petty, 1996, pp. 257-268).

4) **Political Communication:**

In political communication, the Cognitive Response Model has been applied to analyze voters' cognitive responses to political messages and speeches. Researchers have investigated how individuals' thoughts and counterarguments generated while watching political debates or campaign ads influence their candidate preferences and voting decisions (Giner-Sorolla & Chaiken, 1994, pp. 418-431).

By considering the Cognitive Response Model's insights, practitioners and researchers alike can better navigate the intricate realm of persuasion and manipulation, making informed choices about message construction and delivery to achieve their desired outcomes.

Conclusions to Chapter III

This chapter delved into the realm of verbal manipulation, exploring the psycholinguistic models that shed light on the intricacies of this phenomenon. The Elaboration Likelihood Model, the Heuristic-Systematic Model, and the Cognitive Response Model provided valuable frameworks for understanding how individuals process and respond to persuasive messages.

1) The **Elaboration Likelihood Model** highlights the significance of **central** and **peripheral** routes of processing, considering factors such as message content, source credibility, and audience motivation.

2) The **Heuristic-Systematic Model** emphasizes the role of **heuristic cues** and systematic processing in attitude change, taking into account cognitive effort, message simplicity, and source expertise.

3) The **Cognitive Response Model** focuses on individuals' cognitive responses to persuasive messages, examining the impact of favorable and unfavorable thoughts on attitude change.

These models collectively contribute to our comprehension of verbal manipulation, enabling us to dissect the underlying mechanisms and processes at play. By gaining insights into these models, researchers and practitioners can develop effective strategies to navigate and counteract manipulative tactics in various communicative contexts. Moving forward, further research can deepen our

understanding of verbal manipulation, its consequences, and potential interventions, ultimately fostering more ethical and effective communication practices.

This chapter encapsulates the essence of psycholinguistic features of verbal manipulation, highlighting the key contributions of the psycholinguistic models discussed. It emphasizes the importance of understanding the underlying cognitive processes involved in persuasion and provides a foundation for future research and practical applications in the field. By grasping the nuances of verbal manipulation, we can strive for more ethical and effective communication practices that foster genuine understanding and avoid the pitfalls of manipulative tactics.

GENERAL CONCLUSIONS

Main focus of this paper was to apply a systemic analysis to the notion of **speech manipulation**, to its **strategies** and **tactics,** and to **psycholinguistic models of manipulation** in terms of pragmatic linguistics in general and discourse analysis in particular.

First of all, attempts to differentiate the definitions of the concept of **discourse** have been made repeatedly throughout the history of its use. Nevertheless, the agreement was reached on the statement of discourse being the subject of interdisciplinary study. The objective of a **linguistic framework** for discourse remains in revealing its structure-forming parameters. As discourse is dynamic, methods that analyze words or sentences as static, stable components of a system are unsuitable for discourse analysis, as it employs units that exhibit semantic, formal, and polysemic variability. Scholars from various scientific disciplines continue to explore the internal organization of discourse. In the final stance, this paper considers discourse to be defined as **the speech immersed in a comunicative situation**.

Subsequently, the paper narrows down the discussion to the notion of **conversational discourse**. Conversational discourse is a fundamental aspect of communication in modern English-speaking societies, which involves a two-way exchange of ideas, opinions, and emotions between two or more participants. Diachronically, the research on that notion was primarily focused on the ways in which turns are organized at a local level in conversational interactions. In modern science conversational discourse is characterized by a number of linguistic features, including turn-taking, repair, adjacency pairs, back-channeling, and phatic communication, as well as a number of social and cultural factors like gender, age, social status, and ethnicity. The study of conversational discourse is an important area of research in sociolinguistics, as it can provide insights into the ways in which language is used to construct and negotiate social identities and relationships, and, consequently, determine its role in utilizing persuasion and manipulation.

Manipulation, in its turn, possesses a wide semantic field as well. However, in most cases its key element is a "negative" intention if the speaker and covert character of influence. It is believed that manipulation is a negative social psychological phenomenon exercising destructive effect upon an individual and the society as a whole. Proper linguistic characteristics of distinctiveness of manipulative discourse are difficult to identify, as usually they do not suit into norms of regular speech practice.

Typically, manipulation is utilized by means of a **communicative strategy**, which, consequently, can be broken down to the set of steps for its realisation – **communicative tactics**. Currently, the problem of the study of linguistic manipulation strategy is relevant in many fields of knowledge. Linguistic manipulation facilitates distortions of the objective reality through *verbal abuses and misuses and presents the illusionary subjective reality through ambiguous and blurred linguistic data*, which intentionality is not quite obvious.

Both **distortion** and **selection of information** as means for utilizing covert, destructive and negative influence are successfully utilized in countless spheres, for instance in media or in politics. By understanding the ways in which information can be distorted and selectively presented, individuals can become more discerning consumers of media and develop the critical thinking skills necessary to navigate the complexities of contemporary communication.

Eventually, the focus of the paper turns to the most practiced and widespread psycholinguistic models of persuasion and manipulation**: Elaboration Likelihood Model**, **Heuristic-Systematic Model**, **Cognitive Response Model**. These models collectively contribute to the comprehension of verbal manipulation, enabling us to dissect the underlying mechanisms and processes at play. By gaining insights into these models, researchers and practitioners can develop effective strategies to navigate and counteract manipulative tactics in various communicative contexts. Moving forward, further research can deepen our understanding of verbal manipulation, its consequences, and potential interventions, ultimately fostering more ethical and effective communication practices.

RÉSUMÉ

Дослідження на тему "Психолінгвістичні ознаки маніпулятивних стратегій в сучасному англомовному дискурсі" присвячене аналізу реалізації маніпулятивних стратегій і тактик в сучасному дискурсі англійської мови. Дипломна робота складається зі вступу, трьох розділів, загальних висновків, списку літератури та списку ілюстративних джерел.

Перший розділ **"The theoretical footing to manipulation in Modern English discourse"** ("Теоретичні засади маніпуляції в сучасному англомовному дискурсі") – теоретичний. Його основна задача – дати визначення основним поняттям, як от: дискурс, розмовний дискурс, маніпулятивний дискурс тощо.

Другий розділ **"Strategies and tactics of speech manipulation in Modern English discourse"** ("Стратегії та тактики мовленнєвої маніпуляції в сучасному англомовному дискурсі") практично-орієнтований. У ньому представлено аналіз та приклади до різних маніпулятивних стратегій англійської мови, таких як викривлення інформації та вибірковий підбір інформації, і їх тактик: маркування, використання стилістичних прийомів як маніпулятивного засобу, блокування інформації, історичні алюзії, використання пасивного стану дієслова, тощо.

У третьому розділі **"Psycholinguistic features of realizing manipulative strategies in Modern English discourses"** ("Психолінгвістичні риси реалізації маніпулятивних стратегій в сучасному англомовному дискурсі") розглянуто різні психологічні моделі сприйняття переконання з точки зору маніпулятивного підходу.

Ключові слова: дискурс, розмовний дискурс, маніпулятивний дискурс, маніпуляція, стратегія, тактика.

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