MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

KYIV NATIONAL LINGUISTIC UNIVERSITY

Department of Germanic and Finno-Ugric Philology

Master′s Qualification Paper

LINGUISTIC PORTRAIT OF THE MANIPULATOR 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:**

«МОВНИЙ ПОРТРЕТ МАНІПУЛЯТОРА 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

Мамедової Фаріди Фаріз кизи

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(підпис)   (ПІБ)

Національна шкала   _____
Кількість балів   _____
Оцінка ЄКТС   _____

КИЇВ – 2023

CONTENT

INTRODUCTION

At the current stage of the development of society, considerable attention is paid to the study of the communication process, since in its process a person acquires the necessary knowledge about the surrounding world. In order to achieve communicative goals, communication participants try to influence each other in one way or another.

Influence in the process of communication is carried out at the level of human consciousness, with the help of psychological attitudes, which are combined with linguistic means. The influence can be both direct and hidden. The most common types of influence are: persuasion, suggestion, contagion and imitation. Two basic psychological attitudes in communication are actualization and manipulation, which respectively represent a positive and negative influence on the interlocutor. These concepts are closely related to the theories of speech acts, which classify influences in communication according to the communicative goal of the addressee.

Significant changes in the socio-political, economic, cultural life of mankind, which took place under the influence of global informatisation of the early XXI century, form a new information space. This phenomenon reflects the objective trend of the evolution of society associated with the emergence of modern communication technologies, new needs and a new way of life. Information space – the environment in which and through which information is produced, exists, circulates, rotates. Information products and services are becoming the dominant object of production and consumption.

The issue of manipulative influence is traditional for representatives of various sciences: sociology, linguistics, psychology, journalism, philosophy. The works of the following foreign scientists can be distinguished: J. Baudrillard, O. Boyd-Barrett, P. Bourdieu, M. Vyzhlakov, M. McLuhan, M. Palmer, V. Sapunov, M. Smirnov. The theoretical basis of the study were conceptual works

on linguistics namely the works of N. Zrazhevskaya, V. Ivanov, S. Kara-Murza, R.Craig, B. Potyatynyk, V. Rizuna, M. Chabanenko.

The purpose of the work is to determine the main mechanisms of manipulative influence in different discourses.

According to the purpose we define **the following tasks**:

- analyze the main theoretical works on the mechanism of manipulative influence;
- outline the concept of "manipulative influence";
- describe the trend processes that can be traced in different discourses;
- investigate language means for the designation of the manipulator;
- present the language portraits of the manipulator in different types of discourse.

The object of the research is manipulation in Modern English discourse.

The subject of the research: the linguistic representation of the manipulator in various types of discourse.

Qualitative methods are the methodological base of the research: content analysis and case studies. With involvement in the method of semantic analysis of the text and deconstruction of the visual and image component. A descriptive method, which can be used to consider various concepts and their features. Contextual analysis used to consider linguistic means in specific situations of human communication

The theoretical significance of this thesis consists in comparing the types of psychological and speech influence and their implementation in the communication of the translated and original languages.

The practical value of the work is that its results can be used in the study of linguistics and translation studies, in writing essays, term papers.

The paper has the following structure: Introduction, three chapters, Conclusions to chapters, General Conclusions, Résumé, Literature cited and List of illustration materials.

The introduction substantiates the relevance of the chosen topic, defines the goal and task, the object and subject of the research, and its methodological basis, provides the information about the theoretical and practical value of the work.

Chapter I "Factors and principles predetermining manipulation in discourse" examines the concept of language and speech influence with its types and examines the theoretical footing to the research of manipulation.

Chapter II "Manipulation as a linguistic phenomenon in modern English discourse" is devoted to linguistic means of implementing manipulative influence in the Modern English.

Chapter III "Linguistic portrait of the manipulator in modern English discourses" presents the linguistic analysis of the manipulator in different types of discourse.

General Conclusions summarizes the results of the whole research.

CHAPTER ONE
FACTORS AND PRINCIPLES PREDETERMINING MANIPULATION IN DISCOURSE

1.1. Principles and rules of effective communication

The effectiveness of communication under linguistic influence is considered as the achievement of those who speak their goals through communication. One of the communications which can be considered effective is the one that leads to the achievement of the goal.

However, everything is not as simple as it seems at first glance. Firstly, to determine the effectiveness of communication for each specific participant of communication or to all of them together it should be affected for each communicator separately. At the same time, in a dialogue, communication can be effective only for one of the participants, or maybe for both. In multilateral negotiations, communication can be effective only for a part of the participants.

Secondly, the very concept of effectiveness is related to the achievement of those specific goals set by the communication participant in a specific communicative situation. However, the goals of communication can be different (Гаврилова, 2010, p. 22):

1. **informational** – convey your information to the interlocutor and make sure that it has been received;

2. **objective** – to get something, to learn, to change the behavior of the interlocutor;

3. **communicative** – to form a certain attitude towards the interlocutor.

The following varieties of communicative goals can be distinguished: establish contact, develop contact, maintain contact, renew contact, complete contact; perform a communicative ritual; entertain the interlocutor. Purely communicative goals are achieved with the help of special language formulas, such as greetings, greetings, condolences, compliments, etc., by observing the rules of social communication, using the techniques of entertaining, playful, humorous

communication. **Effective linguistic influence** is the kind of influence that allows the speaker to achieve the set goal and maintain the balance of relations with the interlocutor (communicative balance), that is, to remain in a normal relationship with him, not to quarrel.

By **communicative balance**, we mean that the interlocutor maintains a role in the process of communication that will not be lower than that determined by his social role and the idea of his personal sense of dignity. Such "relegation of the role" is nothing more than observing the principle of politeness in communication (Горина, 2016, p. 33). Thus, communicative balance is communication from positions of politeness that correspond to generally accepted norms of politeness.

In order for our linguistic influence to be effective, it is necessary to observe certain conditions. If at least some of these conditions are violated, the effectiveness of language influence will be sharply reduced.

There are the following conditions, compliance with which is a necessary condition for effective linguistic influence in a specific act of communication:

1. the communicator's knowledge of the general laws of communication and their observance,

2. compliance by the communicator with the rules of conflict-free communication,

3. his use of rules and methods of linguistic influence,

4. real attainability of the set objective (Карпчук, p.33).

Another very important point that must be observed when discussing the problems of the effectiveness of language influence.

Almost the most important rule of communication applies in any civilized society: it is necessary to maintain a communicative balance with all people. If the communication participants follow this rule, then you can discuss with them the techniques and rules of effective communication and conflict-free communication. If people do not follow this rule, then they are outside the boundaries of civilized society and their communication takes place according to other laws, far from civilized society.

Violation of the basic rule of communication, as a rule, leads to the emergence of conflict situations, and communication itself loses its effectiveness. Of course, you can use brutal behavior or coercion to achieve your objective or informational goal from the interlocutor, but such communication is outside the boundaries of civilized and it is difficult to call it productive.

Thus, effective communication is based on two main principles: the principle of effectiveness and the principle of communicative balance.

1.2. Discourse as a linguistic unit

At the current stage of the development of linguistics, all linguistic phenomena are considered in their connection with the linguistic personality, with the communication situation, therefore, scientists introduced the term "**discourse**", which originally meant not just text, but language, that is, the text in a real communication situation.

Discourse in a broad sense is understood by T. van Dijk as "a complex communicative event that occurs between a speaker and a listener in the process of communicative action in a certain time, space and other contexts. This communicative action can be spoken, written, have verbal and non-verbal components. Typical examples are an everyday conversation with a friend, a dialogue between a doctor and a patient, reading a newspaper (Серль, 1986, р. 197).

The structure of the discourse was dealt with by T. A. van Dijk and a number of other scientists. Research related to this can be found in the works of E. V. Paducheva, T. Givon, V. Mann, E. Shegloff, A. N. Baranova, G. E. Kreidlin, E. S. Kubryakova, O. V. Alexandrova and others (Van Dijk T.A., 1997, p.11-52).

The main properties of discourse are connectedness, hierarchy and continuity. **Coherence in discourse** is ensured by the presence of so-called discursive markers. According to S. Levinson, they "indicate only how the statement in which they are contained becomes a response, or a continuation, of the previous discourse" (Сіріньок-Долгарьова, 2014, р. 197-198).

Schools of discourse analysis – French, Anglo-American and German traditions – can be distinguished among the approaches to discourse analysis. The French school, starting with Michel Foucault, turned to the ideological component of discourse, to the question of how the dominant tendencies of society are reflected in language.

The French school of discourse analysis, whose methodological basis is structuralism, arose in the 60s of the 20th centuries and is primarily based on philosophical, historical, sociocultural, as well as political and ideological research of discourse, rather than linguistic research itself.

The French school traditionally distinguishes the following meanings of the term "discourse":

1. the equivalent of the concept of "language",

2. a unit larger in size than a phrase,

3. the impact of the statement on the recipient, taking into account the situation of the statement,

4. conversation as the main type of expression,

5. language from the position of the broadcaster as opposed to the story, which does not take such a position into account,

6. use of language units, their linguistic actualization,

7. a socially or ideologically limited type of expression,

8. a theoretical construct intended for the study of text production conditions (Нерян, 2009, p. 22).

Within the framework of **the Anglo-American school of discourse analysis**, discourse is equated with dialogue and is understood as a coherent language and as a discursive practice that includes the production and perception of texts and is carried out within a broad social context (Пойманова, 1997, p. 110-111).

M. Stubbs singles out **3 main characteristics of discourse**: 1) in formal terms, it is a unit of language that exceeds a sentence in terms of volume, 2) in terms of content, discourse is connected with the use of language in a social

context, and 3) according to its organization, discourse is interactive, and that is, dialogic (Чуланова, 2019, p. 34).

The German school of discourse analysis is represented in the works of J. Habermas, J. Link, Z. Eger, N. Janykh, and others. The latest developments include the linguistic analysis of discourse as multilevel education, proposed by the German scientist Y. Spitzmüller. His analysis is based on two approaches to the study of I. Warnke's texts and discourse. According to Warnke, monotextual and transtextual approaches are distinguished (Чиж, 2012, p. 282).

Within the framework of the monotextual approach, individual texts are studied as parts of discourse, that is, with the involvement of the extralinguistic context of their generation/perception. The transtextual approach involves the study of a whole series, a corpus of texts as a single whole, which constitutes a discourse. This number of texts has general structural, linguistic stylistic, communicative-pragmatic and cognitive characteristics (Ващук, 2009, p. 12).

According to the DIMEAN method, research is conducted at the intratextual and transtextual levels. The intratextual level is distinguished in the monotextual approach, and the transtextual level in the transtextual approach (Руда, 2012, p. 14).

First, a primary analysis of the corpus of texts is carried out, which involves the selection of notable linguistic phenomena in a specific text instance. Next, the selected is systematized on three intratextual levels: at the level of words, sentences, and text structures. At the level of words, keywords, nominations, and occasionalisms are distinguished. (Руда, 2012, p. 14).

But in the end, the structure of the text is taken into account. First of all, the use of words from certain lexical fields, the strategy and character of the deployment of the text, its functional load and belonging to a certain type of text are noted. In addition, the visual structure of the text is taken into account, in particular, design, printing, illustrations, the nature of the information medium (printed / digital).

At the transtextual level of analysis, when analyzing discourse as a special linguistic and social phenomenon, it is important to study the historical, political and social background of the message, the prevailing ideology and mentality, the description of typical situations and scripts, the structure of the development of situations, as well as the nature of the intertextuality of texts within the discourse.

Broadcasters become the connecting link between intra- and transtextual levels, the text is influenced by such characteristics of broadcasters as social roles, status, form and sphere of communication, communication environment, type of text, and others.

1.3. Typology of discourse

For a detailed study of any phenomenon, it is necessary to create its typology. This provision fully applies to discourse. The problem of discourse typology has been touched upon by many researchers in one way or another in their works: prof. V.I. Karasyk, Yu.E. Prokhorov, prof. V. B. Kashkin, Yu. V. Rizdvyanyi, T. van Dijk, etc.

At the same time, it should be noted that all researchers offer their own classification options based on different conditions determined by the personal position of each of them. The traditional basis of classification is the channel of information transmission. According to this criterion, discourse is divided into oral and written.

However, quite often in real communication, oral and written discourse are intertwined: in the process of communication, communicators can make some notes or transfer certain information to each other in written form. That is why Professor V. B. Kashkin also singled out a hybrid type of discourse, which combines features of oral and written types (Доценко, 1997, p. 20).

In connection with the development of modern electronic means of communication, T. S. Yusupova also talks about a new type of discourse based on the electronic method of information transmission. This includes the exchange of messages in chats, etc. This type of discourse is characterized by fleetingness,

informality, the use of graphic methods of conveying messages (Стасула, 2011, p. 13).

The next basis of classification is who it is aimed at. Accordingly, **personal** (person-oriented) and **institutional** (status-oriented) types of discourse are distinguished. In the first case, the speaker acts as a person with his inner world, in the second case – as a representative of a certain social institution. Professor V.I. Karasyk singles out two types of personality-oriented discourse: everyday and essential (Карасик, 2010, p.57).

Material communication is mainly monologic and represented by works of fiction and philosophical and psychological introspective texts. Professor Karasyk also developed a typology of discourse. The following parameters are proposed as the basis for distinguishing types of discourse: one-dimensionality / multidimensionality of meanings; assignment / openness of reaction; seriousness / frivolity of communication; cooperativeness / conflictual communication; priority of content / form of communication; concreteness / abstractness of the subject (Коваленко 2003, p.44).

In the collective monograph "Contemporary theories of discourse" O. F. Rusakova offers his typology of discourse. She singles out the following types of discourses: discourses of everyday communication (domestic conversations, friendly conversations, etc.); institutional discourses (legal, administrative, etc.); public discourse (discourse of public initiatives and speeches, diplomatic, PR discourse); political discourse (discourse of political ideologies, political institutions, political actions); media discourses; art discourses; discourse of business communications (discourse of business negotiations, business communications); marketing discourses (discourse of advertising, sales, etc.); academic discourses (discourse of scientific communities, humanitarian disciplines); cultural and ideological discourses (discourses of cultural epochs, philosophical and religious currents) (Назаренко, 2019, p. 70).

There is no single view on the typology of discourse, so scientists offer different options for the classification of discourse. We believe that discourse

should be classified according to several criteria, for example: oral or written, monologic, dialogic or polylogic discourse, serious or humorous, public, political discourse or discourse of everyday communication, etc.

1.4. Types of communicants

Separation of communicators participating in mass communication is carried out according to various criteria. Depending on the criterion, the type of communicators is distinguished. It is possible, for example, to divide by motivation, purpose; distinguish thinking types, etc.

Agitator is a type of professional communicator, whose job is to motivate a person, the public, the crowd to assimilate certain ideas, the same understanding of phenomena, events, motivation to specific deeds, actions.

A journalist is a professional communicator (speaker) who works in the mass media, produces information products for the press, television, radio, and electronic media); producer of mass information; specialist in media functioning. Journalists can be newspaper, television, radio journalists etc.

Image makers are professional communicators who are engaged in creating in the mass consciousness imaginary images (images) of persons, mainly political leaders, heads of organizations, etc., social institutions, which include institutions, parties, movements, states, etc. The meaning of this is the achievement of higher – political, administrative, social goals. For example, the goal may be to win the election of a candidate whose image has been created (Мацько, 2003, p.34)

PR guy a public relations specialist, works, like all other mass communication specialists, in the field of public opinion formation. The task of a public relations specialist is to technologically organize communication between an institution, organization, politician, government official, etc., and society in order to ensure the effectiveness of influence on the decision-making system of the community, the formation of the necessary opinion in the environment of influence (Копнина, 2008, p. 56).

Educators also belong to professional speakers in the field of mass communication, although according to their purpose, they are called to deal with the formation of personal structures, norms of human behavior, that is, education. Nevertheless, when working with classrooms, teachers definitely have an impact on students, classifying them. Because of that, the student audience is also a kind of audience, or even a crowd.

Politicians are typical representatives of professional communicators who operate in the conditions of mass communication and use media means for their purposes. As representatives of power, politicians use communication to form and rally supporters of their ideas, promote the interests of a political force or their own, prepare public opinion for certain steps that a politician or his political force must take, ensure victory for their political force or themselves.

Press secretaries belong to professional communicators and are not journalists, according to their purpose they act more in the role of public relations specialists, image makers, and editors. Creating a positive impression among journalists about the affairs of a person or institution, promoting their interests on the market, in society – these are the tasks that press secretaries must perform.

Propagandist belongs to professional communicators as the most trained specialist in matters of audience persuasion. The task of a propagandist is to convince a rival, an opponent of something and to attract him to his cause, his environment, etc. A propagandist must possess a perfect system of argumentation and techniques of persuasion (Ковалевська, 2009, p. 45).

A publicist is one of the bright representatives of professional communicators in the mass communication system. Publicist is not a profession, it is a social status of a person who knows how to deal with social problems and speak on behalf of large social groups to the people.

An editor is an advisor, an assistant in the difficult task of creating a text by an author. For the editor, the word should not be the end in itself of his editorial work, but only a means of expressing the author's thought, concept, theme, image, emotions, and the editor's attention should be directed to them first of all. If the

editor limits the work on the text only to language correction, he is not a professional, he is an attentive and meticulous broadcaster.

The advertiser directs his activity to sell goods or provide services to the population, he seeks to achieve such reactions of fulfillment or involvement among people, to influence them in such a way that they effectively respond to the content of the advertisement. At the same time, the advertiser is always an intermediary between the customer and the mass audience, he works to meet the needs of institutions that order advertising.

1.5. The notion of manipulation

Manipulation has a very broad interdiscursive nature, this term is the object of sectoral research in philosophy, sociology, psychology and political science. The definition of the term "manipulation/manipulation" is based on several semantic structures.

One of the variants of the translation and etymology of the word says that the basis of the word has the Latin root "manipulus" – a handful, a handful, as well as another root of the word "manus" – hand (once the word was used rather to describe street magic, based on the root "manus", hand manipulations, tricks, and not as a complex psychological term, or the most accurate term "manipulare", which arose later, but has the most accurate etymology, which is based on the translation of the concept of management/leadership.

It is not possible to say exactly when the term was put into use, because before that there were words similar in meaning, which described similar phenomena: suggestion, lying (or latent lying) in interpersonal relationships, influence for gain, etc. Due to the interdiscursive nature of the term, its definition also has several different approaches (Коваленко, 2003, p. 8).

The psychological aspect of manipulation consists in its instrumental component, and is classified as a method of influencing a person or a group of persons in order to achieve certain goals. Psychological manipulation is based on

methods of communication and separates them into a separate cluster of tools and practices that can be consciously or unconsciously applied by the subject.

The specificity of psychological manipulation lies in the fact that the object retains a sense of subjectivity and a personally made choice, under the influence of manipulative techniques, because the key winning scenario of the use of manipulative practices, the source of such influence, considers social changes and the impact on the masses of people as an object of manipulation and the people individually as a subject and an active participant in the discourse and direct influence (such an effect can be observed on the example of the influence of authoritarian neighboring states on countries, the so-called "black knights" – negative actors of international relations that contribute to the spread authoritarianism).

Thus, from the sociological theory, we can highlight the fact that society, and not only opinion leaders, can be both a passive and an active figure and influence the non-mobilized part of the population and apply manipulative technologies.

1.6. Manipulation theories

A wide range of application and study of manipulations caused the emergence of a large number of classifications and divisions, which were aimed at simplifying the system and organizing elements into subgroups. The division stimulates the determination and clearer characterization of individual manipulative techniques or types of manipulations, as the scientists highlighted: A. Tsuladze classifies political manipulations according to target orientations, intentions and reasons of the subject:

1. the goal is the motive to win the elections and gain political power;

2. implement and implement power: ideas, strategies;

3. the key goal is to preserve positions of power and keep political power in one's hands.

The disadvantage of the classification is that it comprehensively characterizes the motive, but does not directly affect the types of manipulation and

areas of implementation of this process, therefore, the classification of A. Tsuladze can be used only in relation to the subject of the process.

An extended version of such an approach was developed by D. Myers, who divided the process of manipulation into the main involved points: idea/stimulus/emotion (as the central element planted by the manipulator), manipulator (as the central subject of the process), individual/group/cluster (central process objects and their types according to the mass criterion).

There is a very large body of research on the methods of political manipulation and the techniques used, so in this section it is difficult to single out a "classical" theory that would comprehensively include all possible aspects, but after analyzing several types of approaches, it is possible to single out the following indicators that can be applied to any which theory and to understand whether the cluster is effective for the analysis of political manipulation:

1) **the generality of the criterion** (those approaches that are not exhaustive, but describe the essence and nature of the manipulation: direct/hidden; verbal/nonverbal), such criteria are not necessarily effective, because they are too abstract and aim to include the maximum number units However, due to the specificity of the cluster (an attempt to describe the basic division into categories as widely as possible), it should be applied to classical theories of division in order to, firstly, understand the breadth of a particular type, secondly, inclusion, whether the chosen approach to typology is really chosen, being broad – includes the vast majority of manipulation elements and performs its division function (Овруцький, 2004, p. 26).

2) **the relevance of the criterion** (those that fit the modern dimension, because, in the conditions of changing sources of mass communications and access to a wide network – the Internet, the paradigm of world perception has changed to a large extent), this indicator should be applied to all existing forms of manipulation, in order to distinguish modern techniques, because in addition to technical innovations and technological reorientations (verbal form –> printed – >

telephone –> Internet), the socio-cultural basis is also changing, the identities and ways of communication of individuals/groups with the world are changing.

3) **the openness and descriptiveness of the criterion** (that is, those that form an idea of the method itself and the framework of its use, these frameworks are established by:

• Source/platform (Internet, TV, radio, political advertising, primary source, social networking, etc.)

• Character (advertising/anti-advertising)

• Form (text, video, photo; in addition, there is also framing of the form, i.e.: color, shape, location, style, etc.)

• Means (appeal to emotions, use of stereotypes, associations, generalizations, etc.)

• Function (informing, campaigning, drawing attention to certain issues, programming, etc.)

There are several reasons for considering the system in Ukraine to be exactly that: first, it is liberal, and therefore the suppression of individual rights is an impossible form of coercion, which is why manipulative techniques are used; secondly, a multi-party polarized system, in itself forms an apparatus for "cutting off" extreme parties, and therefore, the main competitors for power are right and left centrists who do not have clear programmatic differences, precisely because of manipulative rhetoric, which aims to cover as much as possible a wide circle of voters and get a large number of mandates (Иссерс, 2009, p. 31).

Scientists E. L. Dotsenko in his work "Psychology of Manipulation" and V. N. Sagatovskyi in "Social Design" raise a separate discourse around manipulation, who defend the concept of manipulation and do not consider it a negative influence. They adhere to the thesis that the essence of manipulation is influence, because nothing can be a separate, independent unit, therefore, according to the thoughts of scientists, manipulation can incline object X to the position of the subject Y and this process is quite natural, because it can be compared to the education system (for example, an educational system in which schoolchildren

adopt the position of teachers regarding the state of affairs thanks to the received "knowledge").

These reflections single out "knowledge" as a set of facts realized not as a result of empirical experience/cognition, but as a result of a mandatory education system. Thus, even the education system can fall under the influence of political manipulation and can be used as one of the tools.

1.7. Social and psychological factors causing manipulation

The human psyche is a very complex mechanism, so there is no clear answer to what is at the basis of its behavior. It is believed that human behavior is a complex of conscious and unconscious, intellectual, as well as cultural and physiological needs, which are influenced by social factors and environmental conditions. Today, there are many theories that describe the types of human behavior on the basis of which he can achieve success in interacting with the surrounding world. **Manipulation** is a method or a system of methods that makes it possible to achieve one's goal without taking into account the interests of another person or at his expense (Горіна, 2020, p. 15).

The characteristic of manipulative influence is that the main goals of the manipulator are hidden, he uses various tactics and strategies to force the addressee to change his point of view or introduce him to a certain state. Accordingly, a manipulator is a person who deliberately or subconsciously uses various methods to control the recipient's thoughts. There are several reasons for the manipulations.

According to Frederick Perls, the main reason for manipulation is the constant internal conflict of the individual and the lack of trust in oneself and other people (Grice H.P., 1975, p. 193).

Dotsenko O.S. highlighted the following **prefaces to the manipulation**

1) culture, as elements of manipulation were present in ancient legends, fairy tales and myths;

2) a society in which there is a division into "us" and "strangers", which forces a person to various manipulative tactics;

3) communication, at the level of which 2 directions can be distinguished: communication for the purpose of achieving one's own benefit, communication to defeat the opponent;

4) personality (Городецька, 2015, p. 34).

Modern science pays considerable attention to the study of the phenomenon of manipulation. As a result, new terms and classifications arise. For that reason, Eric Berne focused his research on the phenomenon of hidden games and transactions. The basis of transactional analysis is the idea that each person is characterized by one or another model of behavior that he follows in the process of communication (Бацевич, 2010, p. 83).

Each **pattern of behavior** corresponds to such states of consciousness as "Father", "Adult" and "Child". "Father" is a state that is characterized by such qualities as the desire to teach others, to care about them. People belonging to this type are characterized by confidence in their rightness, automation of their actions (Біловус, 2010, p. 14).

Having chosen this model of behavior, a person will be able to control others and spend a minimum of time on it, thanks to the establishment of the communication model. "Adult" is a state of consciousness characterized by the analysis and processing of received information and decision-making aimed at achieving success in the communication process (Бацевич, 2010, p. 16).

That is, a person perceives the world as it is and understands the interests of others, "Child" is a state characterized by unrestrained emotions, sincerity, and too much trust. But at the same time, this condition can turn into disobedience and be capable of manipulative tactics.

Therefore, the states of "Father" and "Child" can be inclined to tactics of manipulation, appealing at the same time to their experience or, on the contrary, to helplessness. E. Shostrom singled out several types of manipulators. According to his research, manipulators in the process of interaction with the addressee of the message adhere to a typical model of behavior and communication. The scientist

noted that manipulators use a number of manipulations – manipulative systems (Тертичный, 2006, p. 33).

According to E. Shostrom, there are the following types of individuals exercising manipulative influence: active, passive, competing and indifferent (McPhail C., 1989, p. 38).

An active manipulator is a person who, during a communication situation, exerts influence on others, relying on his position in society and using various tactics to establish rights and obligations (Prokopenko A., Chuprina I., 2018, p. 62).

An active manipulator is opposed to **a passive** one, who in the process of interaction demonstrates his helplessness and thus causes others to want to help him (Пойманова, 1997, p. 43).

A competitive manipulator tends to regard those around him as enemies, with whom he is constantly fighting. This type is considered an intermediate link between passive and active manipulators (Пойманова, 1997, p. 45).

An indifferent manipulator is a person who, during communication with others, creates the illusion of indifference and thus attracts the attention of others (Пойманова, 1997, p. 45).

Manipulation can be carried out using both verbal (language) and non-verbal means. Such means as the pace of speech, intonation, gestures, facial expressions, posture make it possible to determine the state of the interlocutor and to understand whether his words are true (Herlina, 2016, p. 89).

Having considered various systems of manipulation, we can conclude that manipulators constantly resort to various tactics in order to achieve success in interaction with other people, to influence them in a certain way. A manipulator is characterized by such character traits as lying, mistrust of others, insincerity towards others and the desire to control everything.

In contrast to manipulation, there is **actualization** – a phenomenon based on the desire for cooperation, respect for others, the desire to solve the problem without harming other people, that is, the actualizer takes into account the views of the interlocutor, is sincere with them and is tolerant. An actualizer person, unlike a

manipulator, is capable of honest expression of feelings in communication with other people.

Actualizers are completely opposed to manipulators in their attitude to life: they are more optimistic and interested in what is happening around (Пойманова, 1997 , p. 51). In contrast to the manipulator, who keeps everything under control, the actions of the actualizer are characterized by freedom and spontaneity.

The preventive type of communication is characterized by the desire to satisfy all the interests of others. Communication is characterized by frequent apologies and reluctance to argue (Нерян, 2020, p. 18).

In accusatory communication, the individual tries to control the interlocutor. At the same time, human behavior is characterized by impudence, harshness, constant accusations and disrespect for others (Нерян, 2020, p. 19).

This model of human behavior is due to the desire to get pleasure from the fact that people obey it, while feeling guilty. The prudent type is based on correctness and calmness. A person who prefers this type of communication clearly calculates everything in advance, constructs long phrases, often has a monotonous voice.

These are individuals who are capable of self-development, have potential opportunities to improve the level of communication culture. If we compare the above communication models, we can conclude that people with accusatory, avoidant, and distant communication types are manipulators, and prudent and balanced types are actualizers. Psychological attitudes in manipulation and actualization, communication styles and states of consciousness are evidence that each person is a unique individual, with his or her own behavioral traits in various cases of interaction with the surrounding world.

Each of the models is extremely important for the communication process, ensures its effectiveness. However, this happens only if there is no dominance of one or another style of communication (especially in the case of manipulation) and the use of different patterns of behavior in accordance with the conditions in which communication takes place.

Conclusions to Chapter One

Having considered all the tasks in the first chapter, we can draw the following conclusions:

1. Effective communication - both interpersonal and business - is impossible without learning certain communication skills. Ignorance of them creates many problems, sometimes leads to the destruction of personal or business plans. A person who aims to achieve success is obliged to master the secrets and rules that allow one to feel more confident, to cooperate decently and honestly with others, to create a comfortable microclimate in the family and team.

2. The concept of "discourse", it can be argued that this term, as it is understood in modern linguistics, is close in meaning to the concept of "text", but it emphasizes the dynamic nature of language communication that unfolds over time; on the contrary, the text is thought of mainly as a static object, the result of linguistic activity. Some researchers interpret the discourse as including two components at the same time: the dynamic process of language activity, inscribed in its social context, and its result (that is, the text); this is the best understanding.

3. The lack of common opinion among linguists regarding the definition of discourse creates the problem of creating its typology. The selection of one or another principle of discourse classification depends on its relevance for the modern linguistic paradigm and the direction of research. The basis for distinguishing the appropriate types of discourse can be formal, functional, substantive criteria. The appearance of new types and subtypes leads to an update of the classification. The perspective of our further research is the syntactic analysis of relevant subtypes of the economic discourse of mass media - news, newspaper, etc.

4. Separation of communicators participating in mass communication is carried out according to various criteria. Depending on the criterion, the type of communicators is distinguished. It is possible, for example, to divide by motivation, purpose; distinguish thinking types, etc.

5. Despite the large number of studies on the problem of manipulation, to date, not enough is known about how words affect people. It is obvious that the social authorities are trying to act using the power of words. It is known that words can be a tool for thinking, merge into information flows and provide an opportunity to perform a certain action.

6. Manipulation is one of the main mechanisms of self-preservation of society, an integral and necessary component of the political activity of presidents, which is aimed at uniting citizens of one country, their cohesion, regulation of social processes, prevention of social conflicts, mobilization of resources to achieve desired results, progressive development of society, maintaining balance within it, but in some cases has a negative color.

Ways of influencing a person are also called mechanisms, which include persuasion, suggestion, infection, imitation. In addition to the methods of speech influence, there are also types - generalized pragmatic types of utterances, which were divided on the basis of a certain communicative function.

Among the types of speech influence, much attention is paid to manipulation and actualization. Manipulation is based on methods that allow you to achieve your goal.

There are several types of manipulators: active, passive, competitive, indifferent. In contrast to manipulation, there is actualization - interaction, which is based on respect and a desire for cooperation.

CHAPTER TWO
MANIPULATION AS A LINGUISTIC PHENOMENON IN
MODERN ENGLISH DISCOURSE

2.1. Manipulator and its role in communication

The duality of the communicative attitude of the manipulator – the desire to satisfy one's own need, using the need of the manipulated, and not to detect a conflict of interest – forms a similar duality of the communicative goal, which structures all the speech behavior of the manipulator in an appropriate way.

T. Vereshchagin, R. Reitmair and T. Reuter propose to consider replicas at three levels of abstraction to highlight tactics and strategies (Kovalenko B. O., 2003, p. 55). For example, at the lexical-syntactic level, the replicas "*I won't go further!", "I am a grave!", "My own people!", "How many years we have known each other!" are different, and when making a "step up in abstraction", the first two phrases have a "general meaning of the middle stage of abstraction" – "I promise confidentiality", the last two – "We are close people" (Trump Donald, 2019).*

Further, as the authors note, one more step up the ladder of abstraction equalizes the meaning of the replicas of both groups – *"Be frank!"* At the third, categorical, level of abstraction, *"not only specific, but also generic differential features have been eliminated, but integral ones have been left" (Trump Donald, 2019).*

The authors define semantic phenomena at the first and third levels of abstraction respectively: a replica, a tactic, and a "super task" (or strategy). The selection of tactics and strategies described by the authors seems to be a more complex process than simple abstraction, since it involves determining the nature of the interaction between the content plan, the expression plan and the cue function.

In fact, the meaning of the replicas *"It won't go further than me!"* and *"I am a grave!"*, highlighted at the second level of abstraction, creates an image of the

speaker as a person who knows how to keep secrets; the meaning of the replicas *"Your own people!"* and *"How many years have we known each other!"* – as a person close, "one's own". These values of the second level determine the objective situational characteristics of the speaker, that is, they interpret the current communicative situation in a certain way.

This interpretation of the communicative situation – characterization of the speaker as a reliable or close person – can then serve as a source of arguments for the hearer to internally justify telling the speaker confidential information. And as a result, at the third level of abstraction identified by the authors, the meaning of all four remarks can be defined as a call for frankness: *"Be frank!".*

The manipulator has two goals: to induce the person being manipulated to perform some action and to interpret the current communicative situation for him in a certain way. Based on this, the manipulation strategy can be represented as a system consisting of two stages: the impact on the motivational sphere of the speech partner – the stage of creating motivation and creating an interpretation. The first one realizes the main communicative goal of the manipulator associated with its global extralinguistic goal of communication. The second is auxiliary, hiding the main goal and the process of achieving it. So, when recruiting adepts, various religious communities use the following ways of forming motivation (T. Leary, 2007, p. 34).

"Feelers" are always "bought" by the sincerity, love and care with which they are treated by recruiters. When communicating with such people, emphasis is placed on the emotional well-being of group members who "live as one big and friendly family."

"Active'' tend to accept the challenge and act. They like to set goals and achieve real results. If, looking at the poverty and suffering of people, they want to do something to end this ugly phenomenon, they are told what steps the group is taking in this direction. If they care about wars and national conflicts, they are told that this group is the only organization that has developed a real plan to counter wars and peacefully resolve conflicts (even if such a plan does not exist). Hundreds

of programs for the stabilization and revival of the "perishing" world, which are financed and supported by the group, are listed as active (Коваленко, 2003, p. 55).

Believers seek the spiritual meaning of life and seek to comprehend God. These people often tell recruiters about personal spiritual experiences gained through dreams, visions, and revelations. Basically, these people are "open" so much that they recruit themselves (many believe that the meeting with recruiters was sent down to them by the Spirit). The only thing left for the recruiters to do is to paint picturesquely about their personal "spiritual experience", confirm the predestination of the meeting and declare that God hears our prayers.

When making a decision, we usually rely on information that we consider reliable. Everyone is always trying to convince us of something – be it politics, economics, ethics, religion, education, upbringing, jurisprudence or marketing. We do not have time to check the accuracy of each message from the general information flow. When we like the information content, we willingly accept this message, and when we don't like it, we put up protective filters and call this message propaganda. A fine line separates enlightenment from retraction, and propaganda from information.

2.2. Types of manipulative speech situations

Manipulation of human consciousness can be carried out through various means, including through language. **Linguistic means of manipulation** is one of the subjects of study of such a science as cognitive linguistics. Moreover, the results of such studies are of interest both to scientists in this field and to ordinary people, mainly in the aspect of practical application. Speech manipulation became a separate subject of linguistics not so long ago, therefore, despite the popularity of the topic in our time, its apparatus has not yet fully developed: including, at the moment there is no clear classification of all manipulation techniques.

Numerous studies give different definitions on what the speech manipulation is. In a broad sense, speech influence is understood as speech communication, taken in the aspect of its purposefulness and motivational conditionality.

The purpose of speech manipulation is to persuade the person being manipulated (addressee) to accept certain statements as true without taking into account all the arguments. From the position of S.A. Megentesov, any speech statement is "inherently connected with the aspect of influence or suggestion."

In general, in these areas, speech manipulation is aimed at forming certain preferences, tastes, needs, prejudices, stereotypes that are beneficial to the manipulator among a wide audience. Thus, speaking of speech manipulation, we do not mean an objective description of reality, but variants of its subjective interpretation. G. Schiller, describing the myth of neutrality, says that to achieve the greatest success, manipulation must remain invisible (H. Lassuel, 1992, p. 89).

The success of manipulation is guaranteed when the person being manipulated believes that everything that happens is natural and inevitable. In short, manipulation requires a false reality in which its presence will not be felt. From the above definitions, we can conclude that speech manipulation involves a hidden effect on the participants in communication, through special speech manipulation, that is, selection and linguistic means, with the help of which a hidden, unconscious effect is achieved by the addressee.

Speaking about the study of the phenomenon of linguistic manipulation in modern linguistics, it is necessary to mention two scientific terms: "persuasiveness" and "suggestiveness", denoting special directions in the study and scientific description of the nature of linguistic influence. **Persuasiveness** (persuasia) (from the Latin persuadere – to persuade) means the impact of the author of an oral or written message by means of language on the mind of his addressee in order to convince him of something, to call for certain actions or not to take them.

Suggestiveness (from lat. suggerere – to inspire) – the inclusion of suggestion in the reported information in a hidden, disguised form. Also, suggestiveness is characterized by unconsciousness, invisibility, involuntary assimilation. Weakened control (lack of control) on the part of consciousness when

receiving information is a distinctive feature of suggestiveness from persuasiveness.

These terms are relatively new in domestic research, but the phenomenon itself, which is described in terms of "persuasiveness" and more broadly – "persuasive communication", has been studied for a long time. In domestic science, the problem of effective, expedient, influencing, persuasive speech is studied within the framework of the style of the text.

2.3. Verbal and non-verbal representation of the manipulator

There are a number of linguistic phenomena of different levels of language that have a strong impact potential. All rhetorical figures, tropes, means of figurativeness, comparisons have a potential influencing force. That is why they are a common means of manipulation. In his works devoted to speech influence, On the other hand, in a sense, there is only one instrument of speech influence – this is the use of a significant variation of language structures, in which the differences between them, sometimes very subtle, and sometimes very significant, are ignored by the addressee of the message within the framework of a "communicative compromise", and as a result, he one of several possible interpretations of the surrounding reality is imposed.

Ideally, from the point of view of the goals of speech influence, it is pleasing to the speaker.

2.3.1. Lexical means featuring the manipulator.

A widespread method of influence is the use of **euphemisms** – "words that present reality in a more favorable light than it could be presented." Euphemisms have a positive emotional connotation, thereby also having an emotional impact (war is an "anti-terrorist operation" or "restoring constitutional order").

Dysphemisms are also used as a method of speech manipulation. They are directly opposite to euphemisms, that is, when instead of a generally accepted and commonly used word, its more reduced synonym is deliberately used (most often

for greater expression), for example, *"give an oak", "play box"* instead of "*die*", "*chatter*" instead of *"talk".* Another reserve of speech influence through lexical choice is the creation (sometimes borrowing) of new words (eltsinocracy).

According to R.M. Blakar, the choice of a word or phrase (expression) is a manipulation factor, due to the fact that the same phenomenon can be expressed synonymously (e.g. police – cops). R.M. Blakar emphasizes that the creation of words with a positive connotation is especially characteristic of the sphere of advertising and ideology.

The **metaphor** is based on a converging sign of calmness, the reliability of car parking, as opposed to the bustle of the city. **Metonymy** (metonymic transfer) is also a strong means of influence. *I need a strong one. Nescafe – coffee advertising is supported by the image of a man with a strong physique, carrying out the transfer of signs of "fortress" to the advertised coffee* (The Boston Globe, 2015). A **pun** (play on words) is also a means of influence. *Hairport – airport hair salon sign – airport hair salon sign* (The Boston Globe, 2015).

2.3.2. Grammatical means signaling the manipulator.

At the syntactic level, a well-known and described technique of speech influence is the use of a passive voice instead of an active one and the so-called nominalization, i.e., the translation of a phrase with a verb into a verbal noun (hostages are taken, hostage-taking): when using a passive voice, information about the real producer of the action can not to be mentioned without a feeling of incompleteness of what was said; the event itself comes to the fore, and no one seems to be responsible for it.

The function of nominalization is similar to the function of the passive voice. V.E. Chernyaevska also believes that the lack of expression of the subject of speech is a strong grammatical and syntactic means of influence.

A similar effect is achieved using passive constructions:

passive constructions with verbs to seem, to believe, to consider. The compromise seems to be decided upon;

constructions with the semantics of speaking, messages of something like is said, is announced (Goodin R., 1980, p. 59).

The lexical and grammatical levels are of particular interest, as they include vivid and meaningful means of speech manipulation. I would also like to note a number of important manipulative techniques by the mind of the reader, one of which is the method of presenting material according to the "plus or minus" principle, when "*own*" is opposed to "alien". Such a division into one's own or someone else's performs the following functions: presenting complex phenomena as simple ones, replacing complex arguments with unambiguous ones. (Buss, D. M., Gomes, M., Higgins, D. S., & Lauterbach, K., 1987, p. 20).

Another effective method of manipulation is reliance on stereotypes, social norms, and authority. A stereotype is a simplified view of something that is accepted in society, not based on a person's personal experience. Stereotypes reinforce the feeling of belonging to a certain social group that shares this experience or assessment. In creating speech stereotypes, keywords play an important role – words that are most common in discussions in a particular historical period.

The imposition of presuppositions is another effective method of manipulating the mind of the reader. A presupposition is an assumption made by the author, a hidden premise. This technique is used when they want to impose on the addressee in a hidden form what he might not want to accept as explicit information (Breitenbach, P., 2012, p. 20).

Reliance on quantitative data, pseudo-statistics is a typical method of manipulating consciousness, a typical means of influencing the addressee in political communication. This technique is used as one of the means to create a positive image of "*one's own*".

If in a situation with "*they say*" the addressee may have a skeptical question "*who they are*", then the constructions "is said" are more reliable immunizing against possible re-questions. Also, the influencing force is the means of dialogization and intimization of the presentation, which contribute to establishing

contact with the addressee, reducing the distance between the sender and recipient of the message:

forms of addressing the addressee using personal pronouns, the direct name of the potential addressee or asking questions: *"Have you signed up as a volunteer?"* (The New York Times, 2015);

imperatives (incentive constructions), such as *"Immerse yourself in the world of shopping, travel and entertainment. With a Bank N credit card, it is now easier and more convenient to do it!"* (The New York Times, 2015);

Rhetorical questions serve as an expressive means of activating the addressee, highlighting its most significant semantic components in the text. From the point of view of linguistic means, stylistic figures of antithesis and contrast are quite often used; they are most characteristic of political discourse: master-slaves, white-red, planned-market economy.

2.3.3. Prosodic and graphic characteristics of the manipulator's speech. P. B. Parshin refers to the phonetic level phonosemantic (an associative component of sounds and the letters that transmit them – "rumble R", "smoothness and malleability – L"), alliterative (repeating letters in writing and sound complexes – VELLA's slogan – you are great) means of language.

Also V.P. Parshin notes that the mechanism of influence of rhythmic and rhyming texts is similar to alliteration, but is perceived much more consciously. He emphasizes that there are factors of phonetic influence that are reserved exclusively for oral speech. These are the prosodic means of language: intonation, voice register, as well as articulatory postures, speech rate and pause.

R.M. Blacara notes that with the help of supersegmental characteristics, such as emphases, tone of voice, one can have a significant impact on the addressee. V.E. Chernyaevskaya also emphasizes that rhyme is a means of influence. At last new class of tire for a new class of fire buyer: Bridgestone. The next revolution in tires. To graphic means of influence V.P. Parshin refers to metagraphemics, in particular supragraphemics (the choice of typefaces, font selection tools). For

example, a number of typefaces have distinct historical associations (See: Ільницька, 2003, p.115).

The so-called block fonts, Italian and Egyptian, which were popular at the beginning of the 20th century, were used in the posters of that time and were preserved in the logos of the leading Soviet newspapers, are strongly associated with the range of "*people's revolutionary*" ideas. V.E. Chernyaevska also notes that in the implementation of persuasiveness, a special role is played by means of graphic highlighting – types of font, collages, a special kind of arrangement on the page (See: Чуланова, 2019, p. 34).

Moschino Fa\$ion i\$ a que\$tion of \$en\$itivity. The special graphic designation of the letter s emphasizes the price and at the same time appeals to prestige. Each level of language has its own means of influence.

In conclusion, it should be noted that the success or effectiveness of persuasive speech impact will be determined to a large extent by how accurately the choice of language means will be made, from their wide variety, for the implementation of the planned impact.

2.4. Non-verbal representation of the manipulator

Non-verbal components of communication are universal, which ensures their accessibility and comprehensibility, regardless of the speaker's ethno-cultural affiliation, his communicative experience or communicative competences (Лигачова, 2021, p. 151).

Non-verbal elements of communication are characterized by multifunctionality in relation to verbal means of speech:

1) duplication: reproduction of the content of the message in verbal form;

2) oppositional: expression of content that contradicts the meaning of verbal means of speech;

3) substitute: non-verbal serves to replace replicas;

4) complementary: non-verbal components reinforce verbal ones;

5) clarifying: non-verbal means of communication clarify the information transmitted verbally (Лигачова, 2021, p. 26).

The addressee's non-verbal response can be analyzed depending on the **channel of expression** (gestures, facial expressions, eye contact, etc.) and emotional coloring (positive, neutral, negative response). The addressee's positive reaction to manipulative tactics of increasing the interlocutor's significance is dominant among other types of nonverbal response (71%). The most frequent among the non-verbal manifestations of compliments-manipulative approval are facial reactions-smile markers (46%): *smile (with the eyes), blossom, bloom / melt in a smile; clarify (about the person), for example (the boss motivates the subordinate to work).* In artistic discourse, the reaction in the form of a smile is described most often with the help of verbs of the perfect form: *to smile*. The attributive spreaders of **the lexeme *"smile"*** refer to (Лигачова, 2021, p. 26):

a) smile intensity: *barely noticeable, wide;*

b) the nature of emotions (positive/negative) marked by a smile: *bitter, satisfied, guilty, condescending, emotional, sarcastic*;

c) intensity/spontaneity of a smile – *involuntary smile, strained smile, etc.*

Among the adverbs that characterize a smile recorded in the manipulative discourse, we single out the following: *pleased, crooked, kindly, condescending, pleasant, touched, shy, sarcastic.* As we can see, although a smile mainly serves to express positive emotions, it can also mark negativity (despair and irritation) or serve to express irony and sarcasm. This mostly applies to situations where the compliment is inappropriate or the assessment it represents is not true.

The functioning of the phrase is typical for indicating a change in emotional state and marking a smile *blur/shine in a smile*, for example (a boss encourages a subordinate to perform a dangerous task).

One of the types of non-verbal means of communication is optical – **oculus**, which is understood as the language of the eyes and visual contact with the interlocutor. In the manipulative discourse, the reaction of the eyes is represented,

marking a positive response to a complimentary statement: *look directly into the eyes, look mockingly, widen the eyes; to catch fire, to warm (about the eyes).*

One of the types of non-verbal response to positive manipulation is symptomatic non-verbal – vegetative, uncontrolled reactions, primarily **redness/ pinkness of the skin of the face**: *to be blushing, to be (thickly) covered in, to blush (with pleasure), to flash in sight, as to burn on fire.*

Among the descriptions of gestures of the addressee to indicate a positive reaction to the manipulative tactics of increasing the significance of the interlocutor, **head and hand movements** dominate: *(satisfied) nod the head, (satisfied) twirl the mustache, (gratefully) bow the head, nod the head as a sign of agreement, bow the head as a sign of gratitude, bow the head to thank for recognition, humbly bow the head, shake the head affirmatively, press the hand to the heart, to clasp hands gratefully, etc.*

One of the types of positive reaction to the manipulative tactics of increasing the interlocutor's significance is **laughter** of varying intensity: *laugh (with joy), laugh / burst out laughing.* The reaction in the form of laughter occurs to a compliment that is unexpected or contains irony or language devices with ambiguous connotations, etc.

The reasons for a positive non-verbal response to the manipulative tactics of increasing the interlocutor's significance coincide with the reasons for a positive verbal response to it. These include, first of all, the pleasantness of positive information about oneself for the addressee, the importance of the interlocutor, the objectivity of a positive assessment, and the well-chosen form of the compliment and the subject of assessment.

Conclusions to Chapter Two

The classification of speech acts based on the division of verbs into specific classes, depending on the communicative goal of the communication participant (exercisives, commissives, behabitives, expositives, declaratives, etc.) was of great importance for the study of speech influence.

Ways of influencing a person are also called mechanisms, which include persuasion, suggestion, infection, imitation. In addition to methods of speech influence, types are also distinguished – generalized pragmatic types of utterances, which were divided on the basis of a certain communicative function.

Among the types of speech influence, much attention is paid to manipulation and actualization. Manipulation is based on methods that allow you to achieve your goal. There are several types of manipulators: active, passive, competitive, indifferent. In contrast to manipulation, there is actualization – interaction, which is based on respect and a desire for cooperation.

Since the language system can be divided into levels, we analyzed the means of influence according to the levels of the language system: phonographic, lexicogrammatic, and syntactic.

On the graphic level, speech influence can be traced in a non-verbal form, namely, a change of font; on the phonetic level phonosemantic factors are taken into account, that is, the associative component of sound. At the lexical level, the influence is realized with the help of vocabulary with pronounced positive and negative connotations, phraseological units, synonyms, metaphors, metonymy, comparison, epithets.

At the grammatical level, influence is realized through the use of passive constructions. The syntactic level is represented by parallelisms, syntactic repetitions, antithesis, and oxymoron. Rhetorical questions, polysyndeton (repetition of conjunctions), ellipsis (omission of a sentence member), anaphora, epiphora, parenthesis (insertion construction), parcellation also play an important role in the implementation of speech influence.

CHAPTER THREE
LINGUISTIC PORTRAIT OF THE MANIPULATOR
IN MODERN ENGLISH DISCOURSES

3.1. Logical basics of etymological ponder of "linguistic personality" and "linguistic portrait"

In the concept of **"linguistic personality"** the ability and desire to freely, consciously and automatically carry out speech-thinking and communicative activities are seen, as well as creative self-expression and multiple transformations in this activity, which are provided by a complex of psychophysical properties of an individual and a set of worldview attitudes, value priorities and behavioral reactions as a result of the influence of the public, social, territorial environment and upbringing traditions in the national culture.

The concept of speech portrait is closely related to this concept, "the connection can be traced in the selection of individual, collective, national speech portraits that correspond to the typology of language personality, when correlating the levels of the linguistic personality structure and the speech portrait analysis model" (Goodin R., 1980, p. 11).

H. Researcher O.V. Gaikova in the article "The concept of speech portrait in modern linguistic research" notes that "a complete speech portrait of a linguistic personality is understood as a hierarchically organized structure that includes the following components:

- sociopsycholinguistic portrait – social, psychological, biological features, personal interests and hobbies;

- peculiarities of speech portrait at the level of its lexicon: description and analysis of all system-linguistic levels;

- peculiarities of speech culture – peculiarities of communicative behavior, consideration of the addressee factor, originality of vocabulary" (Гайкова, 2010, p. 109).

Analysis scheme proposed by O.V. Gaikova, represents the linguistic personality as a carrier of social, psychological, biological features and touches on the value field, in particular interests and hobbies, and speech culture of the individual, while Zh. D. Horina focuses attention on the reflection of world and national cultures in language, the individual characteristics of a person's speech and his reflection on himself and his speech. Both schemes of analysis take into account the verbal and semantic features of the linguistic personality.

A number of scientists (M. Kitaigorodska and M.M. Rozanova) believe that the "**functional model of a linguistic personality (that is, its linguistic portrait)**" should include the following three levels:

1) *Lexicon of linguistic personality* – the level that reflects a person's possession of the lexical and grammatical fund of the language. That is, when creating a language portrait of a given level of linguistic personality, it is necessary to analyze the stock of words and phrases used by a specific linguistic personality.

2) *The thesaurus of linguistic personality* is a linguistic picture of the world, which, when describing a speech portrait of this level, is reflected in the use of favorite colloquial formulas, turns of phrase, special vocabulary, by which we learn personality.

3) *Pragmaticon of the linguistic personality* – a system of communicative roles, motives, goals, intentions, which occupy leadership positions of the personality in the communication process.

Based on this functional model, the linguistic portrait of English and Ukrainian lyceum students will be described. Creating language portraits is a fairly new direction in linguistic research. However, over the past few years, linguists have created a large gallery of such portraits of various linguistic/linguistic personalities. The linguistic portrait of various linguistic personalities (individual and collective) has repeatedly become the subject of linguistic research.

Thus, language portrait was actively studied in linguistics. However, it should be noted that the comparative linguistic portrait of American and Ukrainian lyceum students has not been studied.

3.2. Linguistic portrait of the manipulator in fictional discourse

This type of discourse can be considered with an example the verbal portrait of the linguistic personality – the subject of the love-game is determined by the psychological instructions for the game in communication. The prototypical genre in which love-game is realized is romantic flirtation. For the purpose of manipulation, the subject of the love-game uses disguises, hiding private information about himself.

When asked by Miss Wilkinson what Philip is really thinking, he responds with understatements that have manipulative potential. The language means of this manipulative strategy are the exclamation *(ah),* the indefinite pronoun *much,* strengthened by the intensifier *too*. An understatement that has manipulative potential can be translated using the modulation technique. This is one of the most frequent lexical-semantic transformations, which consists in replacing a translation unit with a contextual, logically related word or phrase.

It is based on the principle when the cause mentioned in the text develops and is replaced by its effect (or vice versa). Semantic development, as well as other types of lexical-semantic transformations, does not concern a single word, but a minimum word combination, a certain semantic group. The line Ah, now you want to know too much, translated as *I won't say it*, conveys the playful tone of the statement, characteristic of the communicative situation "*flirting*".

The main manipulative strategy of the personality of the manic lover is fulfillment strong emotional influence (verbally and non-verbally) on the addressee in order to contain and control his feelings. The most vivid example of this type of person in love is the already elderly Miss Wilkinson from the novel "The Burden of Human Passions". Her insistence on receiving letters from Philip every day only emphasizes this:

"You will write to me, won't you? Write to me every day. I want to know everything you're doing.

You must keep nothing from me".

"I shall be awfully, busy" he answered. "I'll write as often as I can" ("Meaning of the burden of human passions" by Maugham).

In the given fragment, manipulativeness is manifested in the use of such language tools as modal verbs *(will, must),* a question mark that performs the function of an order *(You will write to me, won't you?)*, imperative *(Write to me every day).* To convey the emotional and expressive coloring of the woman's statement, the grammatical transformation of omission was applied.

Another method of manipulation, defined by psychologists, is the so-called "opposition" or "acted protest". Its essence is that the manipulator, by certain actions or words, stirs up feelings in the soul of the object of manipulation aimed at overcoming the barrier that has arisen, in an effort to achieve his goal. After all, the psyche is arranged in such a way that a person mostly wants what is forbidden to him or to achieve which he needs to make efforts. This manipulative technique, used twice by Mr. Rochester, was quite unexpected for Jane Eyre, as evidenced by the author's comment:

"Perhaps you would rather not sit any longer on my knee, Miss Eyre?" was the next somewhat unexpected observation.

"Why not, Mr. Rochester?"

"... Miss Eyre, I repeat it, you can leave me. How often am I to say the same thing? Why do you remain pertinaciously perched on my knee, when I have given you notice to quit?"

"Because I am comfortable there" ("Meaning of the burden of human passions" by Maugham).

To the linguistic means, thanks to which this manipulative method is implemented, the construction in the negative form would rather not in combination with the verb in the infinitive, the modal word perhaps, verbs in the present indefinite and present perfect tenses *(I have given you notice to quit)* belong.

3.3. Linguistic portrait of the manipulator in advertising

Manipulative possibilities of **advertising discourse** are embedded in the language, in the use of language features in order to covertly influence the recipient in the right direction for the advertiser. Verbal means of speech influence and manipulation, which are the basis of any advertising message, along with the means of visual and audio design of the text are of great interest to linguists.

The category of evaluation finds its application in advertising discourse primarily in the lexical units of positive evaluation, which not only inform about the properties of the product, but affect the consciousness of the consumer. Due to the evaluative vocabulary, advertising ceases to be rude, intrusive, it creates a soft calm pressure, which forces the recipient not only to do what is beneficial to the recipient, but also to want to do it. Among the evaluative language tools used to characterize goods and services, the following predominate: adjectives, adverbs, nouns, verbs.

Adjectives are characterized by the greatest concentration and variety of evaluative semantics and are the most effective manipulative tool in advertising discourse, for example: *"great", "comfortable", "extraordinary", "global", "high", "the largest", "big", "accurate", "innovative", "efficient", "ultra-efficient", "the strongest", "capable", "everlasting", "unlimited", "free", "high-tech", "realistic", "luxurious", "leading", "endless", etc.;*

Adverbs most often are combined with evaluative-characterizing adjectives in advertising discourse and perform the functions of strengthening and clarifying, strengthening primarily the positivity of the evaluation of adjectives, for example: *"completely redesigned", "astonishingly low", "completely engaging", "uniquely smooth", "superbly balanced", "absolutely new", etc.*

Nouns in advertising discourse focus on the product / service. The manipulative function of evaluative nouns is that they create positive images, force to perceive the product as a value. Nouns define eternal values, such as life, health, love, and create new ones;

Verbs create an image, a picture of movement in the imagination of the recipient of advertising discourse. In the verb vocabulary are hidden specificity, expression, dynamics, a huge power of motivation to action. With the help of the verb you can seduce, persuade, bring the recipient to a decision.

The promotional material gives us many examples, united by the general meaning of motivation, which has many different semantic nuances in the form:

– commands *"Go to Windows"; "Get the AP COLOR LASERJET 2550L for just $499" (Time); "Pick the right card"* (The New York Times, 2015);

– question *"So where can you find this box of everything?"* (The New York Times, 2015);

– conditions *"Visit us today ...become leaders"; "Punch the designated On Star button for your chance to win cars and trucks"* (The New York Times, 2015);

– stories *"Toyota's hybrid technology is creating a more sustainable tomorrow, today* (The New York Times, 2015);

– advices *"Begin your own tradition"; "Get the power of the force"* (The New York Times, 2015);

– appeals to the feelings of the addressee *"...who knows, understands you, listens what you really need"; "Just choose the one that's right for you"; "We see what you see"; "Greece entrusts us with its dreams"* (The New York Times, 2015);

– emotional appeal *"Be extraordinary"; "So take an extra step"* (The New York Times, 2015).

Slogan and code are important means of influencing and manipulating the recipient's consciousness. The advertising slogan is always addressed to the feelings and intuitions of the recipient and is an emotional type of expression. The advertising slogan expresses the main idea of the advertising discourse in a few words, which facilitates the "decoding" of the information contained in it and facilitates its quick memorization:*"Milk your diet. Lose weight!"); "Just do it; "Find your own road"; "Can't beat the real thing"; "We are changing the skies"* (The New York Times, 2015).

Hyperconstriction of the advertising slogan, i. e. the maximum economy of language means in which all information of advertising discourse is embodied, its relative autonomy, motivation of the advertising offer, appeal to emotions and feelings of the addressee, its symbolic, pragmatic parameters cause manipulative influence in advertising: first interest in the product, then maximum memorization of certain information and, finally, motivation to perform the desired action (Кутуза, 2018, p. 22).

Code is the final part of advertising discourse. Recommendation, advice, wishes, instructions. The manipulative function of the codes comes down to the fact that it pushes the buyer to think about the need to purchase goods, or, in other words, causes the algorithm of the addressee. Example: *"Chose the right color printer for your business"; "So act now"; "Now its your turn…"; "Make the smart move"; "And now we have 50 of them to chose from"*, etc.

Manipulative orientation of advertising discourse is manifested in the actualization of various stylistic means that activate the associative and emotional reactions of the recipient. **Metaphor** is the most common stylistic device. **Metaphorization** in many cases serves as a source of new meaning of the word, such as in the advertising message of the airline "World dining. Malaysia airlines", which elegantly advertises its restaurant service in the form of a recipe for cooking: *"A slice of color, Cool and crisp. Allow to mingle and mix An ounce of sunrise A spoonful of spring Smile on the side A trickle of spice. Add a pinch of magic, Dark and thick. Seasons with secrets. Allow to mingle and mix. Serve warm, with a hint of. Smile on the side"* (The New York Times, 2015).

The **epithet** is also a stylistic device in advertising discourse, which performs the function of influencing the consciousness of the addressee. The task of the epithet is to attract attention and interest the recipient. Example: *"state-of-the-art technology", "Sleek, quiet, efficient affinity air conditioner","Luxurious experience", "endless possibilities","laserprecise colors", etc.* (The New York Times, 2015).

The use of interrogative sentences, especially rhetorical questions in advertising discourse enhances the effectiveness of the advertising message. The motivation in the interrogative sentence becomes implicit, which is important at the stage of perception of the advertising text by the recipient. The recipient executes the implicit command faster than the command in the form of direct motivation: *"Will you be among them?"; "Got milk?"; "Which of our seasons are you looking forward to?"; "Didn't sleep last flight? Only British Airways guarantees the best sleep in business class" etc.* (The New York Times, 2015).

Qualitatives in advertising always provide a positive response. They are designed to attract attention and establish contact with the recipient of the message. Manipulation of the consciousness of the recipient is achieved by the illusion of personal appeal to him. Example: *"Where will you find your Shangri-La? Heaven. Earth" etc.* (The New York Times, 2015).

Rhyme is very popular in advertising discourse. Example: *"All day long. All day strong."; "Love your hair with Wella" etc.* (The New York Times, 2015). Rhyme, which belongs to the sound repetitions, promotes better memorization of the advertising message by the recipient, enhances the attractiveness and expressiveness of the advertising text.

An effective stylistic means of speech influence in advertising discourse is a **pun**, a play on words, the use of sound similarity in the presence of different meanings. Example: *"Put More Multi in Your Multi-Tasking"; "Who'd you pick? With both the strongest pickup in its class – Ford F-150, and the most capable pickup in its class – Ford Super Duty."; "Room for your family to roam" etc.* (The New York Times, 2015).

Pun is used in humorous advertising to create comic impressions and a good mood of the recipient, which weakens the intensity of information processing, activates memory. People in a good mood tend to exaggerate everything pleasant. The perception of advertising becomes more heuristic and occurs in a peripheral way, bypassing the logic and validity of the arguments.

Thus, the play on words in advertising discourse is a manipulative tool that attracts the attention of the recipient to the advertised product, adds elements of entertainment to the advertising message and contributes to the extraordinary memory of the advertising text.

A special place in the advertising discourse is occupied by gender vocabulary, which manipulates the attention of a certain type of recipient, promotes better memorization of the advertised product and stimulates the consumer to a certain action – buying the product. Because advertising is aimed at a specific recipient, it is often characterized by a kind of vocabulary with gender characteristics – manifestations of knowledge of the world by female or male consciousness. Female and male advertising appeals build gender-defined value systems – female and male.

Advertising messages aimed at women come from the essence of the woman herself, her role in society, family, they are filled mainly not with information, but with emotional vocabulary, which performs an attractive function, manipulates the attention of the recipient. Advertising texts of the "female type" are characterized by eccentricity, exoticism, sophistication, oversaturation with epithets and metaphors. Example: *"Try being more of a woman. More honest. More open. Less helpless"; "A skin that can breathe freely again"; "Wind Song Parfume makes you unforgettable", etc.* (The New York Times, 2015).

In "male-type" advertising messages, the addressee's consciousness is manipulated with the help of vocabulary that emphasizes the whole masculine essence, the beauty of the male body, courage, strength, masculine lifestyle, power, prestige in society – all that attracts the recipient of advertising. Example: *"Elegance is an attitude"; "Gallant. Protection"; "At Saab we have a different philosophy. I feel therefore I am"; "Go on. Be a Tiger", etc.* (The New York Times, 2015).

There are advertising messages that have the same semantic content, but differ in gender targeting, as, for example, in company advertising *"Mandarin Oriental. The Hotel Group": "She's a fan", "He's a fan".* In modern American

advertising, there is a tendency to advertise women's products by men and vice versa, which indicates a loss of clarity in the gender aspects of advertising, such as: *"What makes a woman feel it's worth to wear Hanes Ultra Sheer pantyhose? Gentlemen prefer Hanes"* (The New York Times, 2015).

Proverbs, sayings, catchphrases, aphorisms, phraseologies, which have a huge semantic capacity with minimal formal capacity, which attracts the attention of the recipient and promotes rapid memorization of advertising texts, are considered precedent phenomena in advertising discourse. For comparison: *"Get more out of now" and "Get more out of less"* (The New York Times, 2015). Thus, the above verbal means are pragmatically determined and have a high manipulative potential. Possessing emotional and associative semantics, they attract the attention of the addressee, create positive vivid images, stimulate his emotional and associative reactions and suggest the need to purchase goods.

Consequently, there is a hidden influence on the mind of the recipient and motivate him to perform the desired action by the advertiser. The prospect of further research will be the study of manipulative technologies, strategies and tactics in American advertising discourse.

3.4. Linguistic portrait of the manipulator in political discourse

The process of manipulative influence on public consciousness is quite possible by involving certain **stylistic** and **syntactic** features of speech. The language itself represents such a system of signs that gives a chance to use to denote really existing concrete objects; certain words can serve the purpose of forming specific images, truthfully reflect the reality that is happening in society, and a significant contrast between the images that arise in the process of communication, or when we listen, write or read, and the real state of the situation.

In this paper, language manipulation, is understood as "language influence aimed at the hidden encouragement of the addressee to commit certain actions", that is, the formation of attitudes in the addressee's mind that coincide with the addressee's attitudes. During manipulation, the addressee tries to convince a person

to accept certain statements as true without relying on evidence, while the addressee does not always notice the attitude of controlling his behavior or consciousness.

A type of language manipulation is the manipulation of information, which has the following types:

– silencing (hiding information from the addressee), selection (messaging only beneficial information for the sender);

– distortion (reduction or exaggeration of the significance of certain phenomena);

– construction (inventing data that does not exist in reality).

Manipulation in political discourse is carried out in the process of speech action aimed at the mass addressee with the aim of distancing him from socio-political reality. The main purpose of political discourse is to suggest certain political actions and assessments to the addressee. Thus, the goal of political discourse is not only the ascertainment of facts, but also the persuasion of the addressee (Кутуза, 2018, p. 74).

When manipulating, various rhetorical techniques are often used, as well as pragmatically justified deviations from the norms and laws of formal logic. The most common rhetorical techniques used for this purpose include the following:

1. use of analogies;

2. representation of the expected role of the axiom;

3. prediction of events;

4. the use of well-known truths in a preposition before the information that must be introduced into the consciousness of the addressee;

5. thematic switching.

The examples from Donald Trump's keynote speech are used to illustrate the rhetorical techniques listed above, used for manipulation. In particular, the analyzed language refers to future events: *I've got some message for you all: this violence and crime that afflicts our today's nation will come to an end very soon. With beginning on January 24th 2018, our 56 safety will be fully restored // This*

change in leadership will be required to new change these old outcomes. Tonight, we will share with you our plan of new action for America (Trump Donald New York Times Interview, 2019).

In the above example, it is said that after January 20, 2017 (meaning the period following the inauguration of the new president), the country will be crime-free and safe. Further, it is reported that this requires changes in management. Donald Trump outlines his plan for future changes in the country. The given example is an illustration of the strategy of positive self-presentation. The idea that changes for the better will take place if the change of power is in favor of the speaker is veiledly expressed.

To provide a manipulative influence on the addressee, the addressee uses references to the values of American society, such as *democracy, unity, freedom, liberty, security, safety, protection, wealth, prosperity, faith* and some others, and positively colored vocabulary is also used: *hope, dream, love, goodness, strength, guidance, friends, respect, unify, help, win, fantastic, great, etc.* For example: *Your hopes, your dreams and your voice will soon define our destiny for Americans. And your goodness, you love and your courage will forever guide us this way // Tonight, I will lead this party back straight to the White House, and we will lead our country back to safety, prosperity, and peace. We will be a country of generosity and warmth* (Trump Donald New York Times Interview, 2019).

To strengthen the manipulative influence in the political discourse of Donald Trump, parallel constructions and lexical syntactic repetition are used, which means a construction that reproduces the formal or semantic structure in the previous sentence. Anaphora and parallel constructions are often used in the analyzed appeals, for example: *Thank you. Thank you very much, everybody. Sorry for keeping you waiting. Complicated business. So complicated. Thank you so much // He's a man of a character and much accomplishment. He is the right one for this job* (Trump Donald New York Times Interview, 2019).

Adjectives used in the political discourse of Donald Trump give the language a colloquial character and increase its expressiveness. The most frequent adjectives

expressing evaluation in the analyzed public addresses are: *great, unbelievable, fantastic, special, incredible, amazing*, for example: *Fantastic guy. Fantastic family*. The listed adjectives are often used in the everyday language of ordinary Americans. The repetitions used in the analyzed appeals are characterized by variability: *Where are they now? They're here somewhere. They're extremely shy, actually, no?* Anaphora is often used: *We will face with all the challenges. We will confront all this hardship* (Trump Donald New York Times Interview, 2019).

As a result of the analysis of the political discourse of Donald Trump, it is possible to highlight certain discursive tools that contribute to increasing the argumentativeness of the presentation. These include the transfer of circumstances of time and place to the initial position in the sentence, especially to the beginning of the paragraph. The value of the temporal localization of the action acts as an actualization category of the statement, which provides an informational focus.

The same function is performed by the transfer to the initial position of the addition, for example: *So, to all Americans, in this city far and near, large and small, from ocean to ocean and from mountain to mountain, hear my words: You will never be ignored for one more time* (Trump Donald New York Times Interview, 2019).

In the given example, the strategy of theatricality is used, namely, promises of a better future are made for the entire population of the country, regardless of their place of residence. Donald Trump's inaugural speech uses the strategy of evaluative alternatives, which is implemented in the process of multiple contrasts, both within one sentence and several sentences, for example: *This establishment has protected itself, but not our citizens of my country. Washington has flourished – but all our people didn't share with its wealth. Politicians have prospered – but all the jobs left, and the factories have closed // We will confront hardships. However, we will get the job done* (Trump Donald New York Times Interview, 2019).

The implementation of the strategy of evaluation alternatives simultaneously with the creation of the past – present – future chain can also be traced within a few

paragraphs: *The wealth of our middle class has been ripped from their homes and then redistributed across the entire world. But that is just the past. Now we are looking only for the future. We've assembled here tonight are issuing a big new decree, which is to be heard in every our city, in every far foreign capital, and in every big hall of endless power* (Trump Donald New York Times Interview, 2019).

In the given examples, opposition is achieved as a result of the use of discursive means, with the help of which the effect of contrast is achieved. Unions are used at the beginning of sentences *and, but,* as a result, the language acquires a colloquial character. One of the characteristic features of the analyzed presidential discourse is the use of the temporal chain past – present – future.

When mentioning the past, a downward strategy is used, mostly negative vocabulary is used, while future events are presented in a positive way: *We will bring back our jobs. We will bring back our borders. We will bring back our wealth. And we will bring back our dreams* (Trump Donald New York Times Interview, 2019).

As follows from the given example, Donald Trump assures listeners of his confidence that, as a result of joint efforts, they will have jobs, wealth will return to them, and they will return to their dreams. With the help of the manipulative marker expressed by the pronoun we, he unites himself with the listeners.

In the analyzed appeals there are calls to action where inversion is used: *No dream is way too big for us, no challenge is way too great for us. Nothing that we want for our bright future is beyond our reach // From this day now, a new unique vision will surely govern our beautiful land. From this moment now, it's going to be the America First forever // That all the changes – next starting right here, and right now, as at this very moment is your moment: it'll belong to you* (Trump Donald New York Times Interview, 2019).

These examples speak of the future greatness of the country (*America First),* a repetition of the manipulative marker is used *right (right here, right now)*; the role of the country's citizens in future changes for the better is emphasized.

A special role in strengthening the manipulative influence is played by slogans used to express promises, for example: *We now must only choose to Believe In our country, in America // We will now follow just two simple rules: Buy all the American and hire all the American // "I'M WITH YOU – THE AMERICAN PEOPLE "// We will make America Strong Again // We will make America Proud Again // We will make America Safe Again // We will make America Great again // We will follow only two simple rules: Buy all the American and hire all the American* (Trump Donald New York Times Interview, 2019).

As it follows from the examples, the set goals can be achieved only as a result of joint efforts, America will be strong, proud, and great again. The speaker urges listeners to buy domestically produced goods. Hyperboles, metonymy, personification, epithets, alliteration, metaphors, comparisons are used to increase the manipulative influence. For example: *But for too many of our citizens, a different reality exists: Mothers and children trapped in poverty in our inner cities; rusted-out factories scattered like tombstones across the landscape of our nation* (Trump Donald New York Times Interview, 2019).

The given example uses a metaphor *trapped in poverty* (trapped in poverty), factories are compared to tombstones (*factories ... like tombstones*).

In order to praise the personality of the speaker and criticize the opponent, strategies to increase and decrease are used. For example, in the inaugural speech, when Donald Trump makes a statement that he will fight for his country and its people until his last breath and will never fail, a strategy for promotion can be traced: *I will be fighting for all of you with every second of breath in body – and I will just never, and ever let you down, friends* (Trump Donald New York Times Interview, 2019).

The following lexemes are present in these examples: *«great», «freedomloving»,* which are positively colored in this context. He speaks in such a way as to gain the support of the Minnesota audience, calling their state great and its citizens freedom-loving patriots. With the help of such a technique, Donald

Trump gets closer to people, and they, in turn, feel a positive mood. At the same time, a lexeme is used in one of the sentences *«fight»*.

In this context, we can consider this lexeme, which has a negative connotation, so fighting for power means making every effort, as well as physical strength, in order to gain power in the country. In addition, Donald Trump emphasizes that some of his plans will also include a confident struggle to keep power in his own hands, and thus win the next upcoming elections. *«These are very corrupt politicians and that radical leftists have got so rich bleeding America enormously dry and they did know that my next election would end this pillaging and looting of my country».* In this sentence, we notice the abundance of lexemes with a negative connotation. Donald Trump, using these words, paints an image of political power and political parties, which, in his opinion, are financially enriched at the expense of the country's material resources.

For the entire audience, he creates a negatively colored image and imposes on everyone the opinion that various parties, except for the Republican one, which is represented by Donald Trump, will not bring any better future to the country, which means that you should vote for him. The fact that the working hypothesis that the use of language strategies determines the manipulative potential of the presidential political discourse and affects the choice of stylistic and lexical-grammatical means is confirmed without doubt. In the thank-you speech, victory speech and inaugural address, Donald Trump used discursive manipulative strategies and manipulative markers, called for joint actions, used "unifying vocabulary" (to suggest to listeners the idea of involvement in the events), slogans, and inversions.

3.5. Linguistic portrait of the manipulator in mass media

We consider it appropriate to demonstrate the use of the above methods of manipulation on the example of a complete BBC publication *«Can the US live in Xi Jinping's world?»* (President Trump at the UN: Live updates, 2017). The article is aimed not only at highlighting the current political situation in China, but also at

condemning its structure and comparing the Chinese dictatorship with the internal order in the United States.

At the beginning, the author uses suggestion: *«A tradition that limited his recent predecessors to two terms had been broken. And third term in hand, he had cemented his power over China, perhaps indefinitely»* (President Trump at the UN: Live updates, 2017), he prompts the reader to pay attention to the difference between the current government and the previous one, and suggests a sense of helplessness and even despair by using the adverb *«indefinitely»*.

Contagion becomes another tool used in publishing: *«But even as Mr Xi's grip tightens at home, on the international stage the situation has rarely looked more unsettled»* (President Trump at the UN: Live updates, 2017). The author infects the reader with a feeling of anxiety, this is possible thanks to the use of phraseology, which emphasizes the power of influence of the leader of China: *«Mr Xi's grip tightens at home»* and metaphors *«unsettled»* in the comparative sense *«...tightens at home, unsettled on the international stage»,* which makes the reader himself believe in the criticality of the situation and feel *«unsettled»*.

In addition, in the publication there is an actualization of a subjective harmonious, consistent picture of the world, a system of cause and effect orientation, that is, a method of mythologizing: *«China is not our enemy," he told reporters on a trip to Shanghai in 2000 – a statement based on the belief that increased trade would lock China into a system of shared norms and universal 30 values, and help its rise as a responsible power. WTO membership – which became a reality on President George W Bush's watch – was the crowning glory of a decades old policy of growing engagement, supported by every president since Richard Nixon»* (President Trump at the UN: Live updates, 2017).

This helps the author to highlight the "bright" intentions of America in the past, and to explain the prerequisites of the current Sino-American relations, to emphasize that the US tried to create a basis for future cooperation. In the next part of the story, information is found: *«Even after Mr Xi began his first term as the party's general secretary in 2012, international media coverage often focused on*

the skyscraper-studded skylines, the cultural exchanges and the new middle class as evidence that China was changing in fundamental ways, and for the better» (President Trump at the UN: Live updates, 2017). There is no fundamentally new or unexpected information in this sentence, but it complements the information specified in the publication earlier and thus consolidates certain ideas about the situation in the reader. Additional information consolidates and confirms the worldview proposed by the author.

In addition, after demonstrating the prerequisites, the text begins to draw attention to the figure of Xi Jinping himself, to the peculiarities of his character, trends in political activity: *«Mr. Xi believed that it was ideological weakness and a failure to hold the socialist line that led to the downfall of the Soviet Union»* (President Trump at the UN: Live updates, 2017). The author emphasizes that despite the illusion of a desire to join the Western world, Xi Jinping's ideological attitudes are categorically different.

This point of view is further reinforced with the presentation of real facts and demonstration of actions: *«By the time of his second term, China had begun firmly nailing the Jell-O to the wall, imprisoning lawyers, muzzling dissent, snuffing out Hong Kong's freedoms and building camps for the mass incarceration of more than a million Uyghurs in its far western region of Xinjiang»* (President Trump at the UN: Live updates, 2017).

The second part of the publication describes the personality of the President of the Republic of China and forms a certain opinion about him in the reader. Telling about his views and actions and thus creating his image in the reader's imagination, the author uses the linguistic technique of manipulation – image.

After creating the image, the author reinforces the already stable image of XI Jinping: *«Even before Mr. Xi took office, the targeting of religious belief, the jailing of dissidents and the brutal enforcement of the one-child policy were an integral part of the political system, not a mere side effect»* (President Trump at the UN: Live updates, 2017).

He continues to describe the president of China as before, but he no longer builds this image from the beginning, but only presents new facts based on the reader's pre-existing ideas about this figure, and therefore resorts to stereotyping, reducing the process of perception to an algorithmically determined one. Finally, in order to consolidate the achieved effect, the text conveys the reaction of other people and communities to the previously described situation: *«But Xinjiang seemed to crystallise thinking and China too could feel the tide turning – it is no accident that many of the international journalists trying to uncover what was happening in Xinjiang have since been forced out of the country, myself included. The latest Pew opinion survey finds that 80% of Americans now have an unfavourable opinion of China, up from just 40% or so a decade ago»* (President Trump at the UN: Live updates, 2017).

Demonstrating the indignation of other representatives of society, the recipient himself subconsciously begins to adopt the point of view that belongs to *"80% of Americans"*, that is, he is subjected to another method of manipulation of the author – "imitation".

Thus, the use of all types of speech manipulation within one article can be tracked. The use of strategies of informing, stereotyping, mythologizing, image, suggestion and imitation allowed the author to influence the reader's point of view and perception without changing the real facts. BBC article *"Can the US live in Xi Jinping's world?"* (President Trump at the UN: Live updates, 2017) is a good example of the presentation of real and true historical events. At the same time, this media text is permeated with manipulative strategies and stylistic means of their expression. Such duality is the main feature of a successful and professional media text.

3.6. Linguistic portrait of the manipulator in religious discourse

A sermon as a genre of religious discourse is a priori communicative, because it is designed to be received by the flock or its individual representative.

The main task of the contacting discursive strategy is to establish contact with the recipient of the sermon. This is achieved by:

1. Tactics of addressing the flock or higher forces, *O, man!, Lord!*

In the English language, tactics are actualized mainly with the help of verb units *«Listen!» (But listen! Do you really hear what is being said? (Archpriest Steven Rogers);*

2. Dialogue tactics – most often, the contacting discursive strategy is implemented with the help of rhetorical questions, which the preacher either answers himself, *And when we think of ourselves and ask ourselves, who of us can receive the Holy Gifts? Yes, we must profess the Orthodox faith, we must belong to the Church, but this is not enough* (Metropolitan Anthony of Sourouzh, 2003), or leaves this question for the listeners to ponder: *Dare we say that we are so one with each other that nothing can break the bonds of solidarity and of love?* (Metropolitan Anthony of Sourouzh, 2003).

When asking a question, the speaker does not want to get a specific answer, but "pursues a very specific goal – he influences the activity behavior of the interlocutor". In the sermon, you can also find cases when, with the help of a rhetorical question, the author tries to make the addressee's mental activity more active, makes him think about the problem, try to find its solution himself and give an answer to the question.

Only with the passage of a certain period of time (after the answer seems to have already been formulated or at least begins to be formulated in the mind of the addressee), the author himself offers an answer and an interpretation of the problem, trying to convince the addressee with the help of arguments or to confirm the opinion that he has already formed:

From the example, it can be seen that the preacher first asks a series of rhetorical questions, the answer to which is obvious, and therefore there is no need to voice it, because the recipient answers non-verbally in his soul, and then the pastor consolidates the conclusion that has already formed in the person's head with a quote from Holy Scripture.

A rhetorical question, without a doubt, has a greater emotional and psychological impact on the addressee, but it expresses the same meaning, realized in the form of an ordinary imperative.

To some questions the preacher does not provide answers when the answer to them is obvious or when a person must spend time to understand certain truths: *The Lord said, if the darkness which is in you is dark, how much dark is the darkness?* (Metropolitan Anthony of Sourouzh, 2003).

3. Exclamatory tactics – the strategy is often formed with the help of exclamatory phrases: *Father, forgive – they don't know what they are doing* (Metropolitan Anthony of Sourouzh, 2003).

When the priest has to reveal several topics within the framework of one sermon, the preacher directs the attention of the congregation to other thematic aspects or events with the help of a cliché phrase: *Now let us turn our attention to ...* (Metropolitan Anthony of Sourouzh, 2003). Therefore, after the opening traditional prayer, the next step is the tactic of addressing the laity. Usually, the address involves the use of emotionally heightened vocabulary, forming a sense of the pastor's special attitude to the laity as brothers and sisters close to his heart, spiritual children: *Brethren; brothers and sisters; My brothers and sisters in Christ; My beloved friends and brethren in Christ; My beloved friends; Beloved; My beloved ones; my beloved friends in Christ; I would like to remind us – myself first of all, and all of you my fathers, brothers, and sisters* (Metropolitan Anthony of Sourouzh, 2003).

Emotionally heightened vocabulary is used not only at the beginning of the sermon, but also throughout the text, thus establishing a benevolent attitude on the part of the pastor and, in addition, the addressing tactic aims to control the attention of the laity so that they do not get distracted.

4. Explanatory tactics that the preacher uses to substantiate the information presented. This is how contact with the flock is established, because when a person understands that the information concerns him directly, and even more so can be useful, then he tries to focus on it as much as possible and to understand it.

– tactics of "reading thoughts", which is one of the main ones during the implementation of the contacting strategy. The preacher speaks on behalf of the "WE" community, revealing those problems or secret thoughts, sins, hopes, and sufferings that a person carries within himself. Thus, a person feels like a living part of the communicative process, because the recipient agrees with what the pastor said or not, and the non-verbal answer is involuntarily given by the listener: *Also, we will find within ourselves conflicting voices, saying, Don't! Don't make yourself ridiculous! Don't single yourself out by a search which is not necessary; you have got everything... Zacchaeus was rich, Zacchaeus was known as an honorable citizen – so are we!* (Metropolitan Anthony of Sourouzh, 2003).

The strategy of informing in the sermon is determined by the purpose of the sermon – to explain to listeners the essence of religious beliefs, the meaning of the Teacher's words, the principles of religious morality, etc. The communicative tactics of this strategy include clarification, definition, and narrative. Characteristic markers for reasoning are cause-and-effect statements, modal lexical units, numerous rhetorical questions that structure the story and make it easier for listeners to understand what the preacher said.

The successful implementation of the preacher's communicative intention depends mostly on the level of educational training of the addressee, his worldview, both theological and historical knowledge. The degree of depth of perception by the addressee of the message varies depending on his intellectual base. In some cases, it is necessary to convey information to the recipient in a detailed or, conversely, in a concise form. To provide a complete picture of a phenomenon, the preacher resorts to the use of an informative discursive strategy.

This especially applies to the part of the sermon that follows the narration of the Gospel fragment, when the preacher explains, for example, outdated words, features of the worldview of ancient Jews and Christians, their traditions, historical conditions of life, etc.: *Amongst the Jews there is a strong belief, that the sins of parents make their children suffer. This belief originates from the misunderstanding of God's commandment, Who order Israel to avoid making idols,*

nor to worship them (V. Rev. Archimandrite Panteleimon P. Lampadarios Patriarchal Vicar of Alexandria) (Metropolitan Anthony of Sourouzh, 2003).

The preacher can provide an overview of historical books and use references to famous historical figures, authoritative among the church circle, as well as writers, philosophers, outstanding creative personalities of education and science, etc.: *It is the discovery that God, as Pasternak once said, was "...a great God of details," and that nothing in this world is outside of that divine reverence. God is reverent, but we so often are not* (Metropolitan Anthony of Sourouzh, 2003). During the implementation of an informative strategy, explanation tactics are most often used, for example, *God is in our midst: this is the meaning of the word 'Emmanuel'.*

The explanation strategy is characterized by the beginning of the statement with infinitive phrases and the use of the following special speech constructions: *To further stress this point we need to understand...» (Metropolitan Theodosius of All America and Canada)* (Metropolitan Anthony of Sourouzh, 2003); *At this point we must clear the follow...* (Metropolitan Anthony of Sourouzh, 2003); *From this scope, we can realize...* (Metropolitan Anthony of Sourouzh, 2003).

In an Orthodox sermon, a priest can make a mistake that he is specially making some explanations not for everyone, but for those who may not know certain information, using clarification tactics: *"Hades" is the Biblical term for Death and its universal power, for inescapable darkness that swallows all life and with its shadow poisons the whole world* (Metropolitan Anthony of Sourouzh, 2003).

The tactic of clarifying information is verbalized through the use of adverbs in the expression, which clarify which person, city, event, date is being referred to: *Lazarus, the friend of Jesus, personifies the whole of mankind, and also each man, as Bethany – the home of Lazarus, – stands for the whole world – the home of man* (Metropolitan Anthony of Sourouzh, 2003).

The explanatory strategy is most often implemented using the tactics of contrast, which, in turn, is verbalized using the operation of conversives, contraries,

contradictions, and vector correlates. From the examples, we can see that the genre of the Orthodox sermon is characterized by the use of binary oppositions, which are the most accessible for perception by a religious listener.

The existential invariant binary opposition of the concepts "Good – Evil" permeates the entire discourse of church-religious communication. This means that practically all Orthodox sermons implement this basic principle, built on various variants of binary oppositions, for example: truth / lie; true / false; own / others; life / death / resurrection; earth / sky; saint / sinner; clean / impure; from God / from the Devil, etc. **The discursive strategy** of the call is aimed at the addressee in order to direct him to perform certain actions or to form a certain worldview, flow of thoughts and views on life.

An exhortational discourse strategy aims to encourage the hearer to do something. The preacher exerts a speech influence, as a result of which such a change should occur that would correspond to the wishes of the addressee. The discursive strategy of appeal in the Orthodox sermon is realized with the help of two tactics – direct and indirect encouragement.

For example, for the Orthodox sermon in 90% of all cases analyzed in the monograph by A.H.-B. Salahova, a characteristic tactic of direct persuasion, based on the collective thinking of the Slavs, at the same time, the German Protestant sermon requires the speaker to use the means of implicit influence and indirect persuasion, because the critical and individual worldview of the Germans does not allow to openly impose their point of view on the problem (Gopal, 2019, p.34).

During the call, the preacher constructs a statement using characteristic syntactic constructions: *Lay aside all theoretical considerations* (Metropolitan Anthony of Sourouzh, 2003).

The preaching strategy of the preacher is actualized also due to the use of tactics of appeal to the authority of the church and tactics of identification. Thus, the preacher calls for a certain pattern of actions on behalf of the church or emphasizes the acceptability of certain actions for a believer, leaving it up to him to decide whether he counts himself in this category: *When Holy Mother Church*

asks us to comply with her laws, we should respond positively, not because it is the right thing to do, but rather because it is the will of God for us (Metropolitan Anthony of Sourouzh, 2003).

The appeal strategy is implemented by the prohibition tactic, when the preacher urges believers not to perform certain actions: *Do not be angry over trifles "against your brother vainly"* (Metropolitan Anthony of Sourouzh, 2003).

The exclamatory strategy can be verbally presented in the imperative form of the verb *let + us* + direct application: e.g. *As we look now to celebrating another day of Thanksgiving, let us not forget that the purpose of the occasion is to remind us, "to give thanks for all things unto God and the Father, in the name of our Lord Jesus Christ (Fr. James C. Meena) (74); Let us follow his example; let us approach Christ and ask Him to cure our spiritual blindness. Let us ask Him, to grant us the divine Light, so that we can see the virtuous path on which we must walk on. Let us ask Him, to lift up the heavy darkness of our sinful passions, which sinks us into a unsearchable darkness* (Metropolitan Anthony of Sourouzh, 2003).

The calling strategy may in some cases be directed not to the flock, but to the saints for their prayer support, for example: *May their prayers be with us!* (Metropolitan Anthony of Sourouzh, 2003).

The exhortation strategy is sometimes implemented by persuasion tactics, when the preacher states the fact that effort is required to perform a certain action, and then offers another option, emphasizing the lower energy consumption for its implementation: *It is hard to pray at night. But try in the morning. If you can't manage to pray at home than at least as you ride to your place of employment attempt with a clear head the "Our Father" and let the words of this short prayer resound in your heart….This indeed is very easy* (Metropolitan Anthony of Sourouzh, 2003).

The discursive strategy of appeal is also represented by the tactics of evoking emotional experiences, when the preacher resorts to parallel syntactic constructions and lexical repetitions: *After this essential time comes the essential*

relationship… Essential time, essential matter, essential thought: all that is so different from what the world offers us (Metropolitan Anthony of Sourouzh, 2003).

The most successful example of the use of tactics for inducing emotional experiences is when the preacher, after calling on the congregation, asks to forgive him for everything and pray for his soul, so that he himself will be able to implement in his life all those calls that he voiced , as necessary for a Christian: *Please forgive me and pray for me, so that what I am preaching I could first of all somehow, be it only a little bit, integrate and incarnate in my life* (Metropolitan Anthony of Sourouzh, 2003).

Therefore, the preacher immediately implements several strategic tasks, in addition to the purpose of the call, in particular prayer and the strategy of bringing the layman to repentance, because the believer immediately sees the humility of his pastor and realizes, among other sins, his unworthiness alongside the preacher and the need to work on himself.

Conclusions to Chapter Three

Language manipulation is a complex phenomenon, the effectiveness of which depends on linguistic, psychological, extralinguistic and social factors. Thus, in conclusion, we can state that the discourse has a pragmatic character, because one of the main communicative tasks of the president is influence, which can be expressed in various forms, such as direct influence and covert manipulation. Manipulative strategies and markers used in presidential discourse, along with stylistic and lexical-grammatical means of influence, play an important role in increasing the manipulative potential of language. Discourse is an effective means of manipulating the nation's consciousness and shaping its worldview.

Manipulation of linguistic means enables modeling of content. Using such a property of natural language as ambiguity (meanings of words, syntactic constructions, the possibility of drawing different and incompatible conclusions through quasi-synonymy, connotative shades of meaning; explicit and implicit components of content), manipulators can incline recipients to the desired understanding.

GENERAL CONCLUSIONS

Summarizing all of the above, we can understand that the purpose of the first chapter is to emphasize the importance of effective communication skills in personal and professional contexts. It highlights the significance of mastering communication secrets and rules for achieving success and maintaining positive relationships. Effective communication is vital for personal and professional success, requiring the mastery of communication skills. In linguistics, "discourse" is a dynamic form of language communication, distinct from the static "text." The classification of discourse types can vary based on different principles. In mass communication, communicators are categorized based on various criteria. Manipulation, a key mechanism in society, has different types and is contrasted with actualization, which promotes respect and cooperation. Understanding the impact of language on people, including manipulation and actualization, is essential in various contexts.

Moving further, the second chapter focuses on the concept of "discourse" and aims to explore its meaning in modern linguistics. It discusses the challenges of defining discourse and creating a typology for classifying different types of discourse based on formal, functional, and substantive criteria. Understanding speech acts, their classification and influence mechanisms are essential for effective communication. These mechanisms include persuasion, suggestion, and imitation, with various types of speech acts serving specific communicative functions.

The third chapter is centered on the study of speech influence and manipulation. It investigates the mechanisms and types of speech influence, including persuasion, suggestion, and manipulation, and explores how these mechanisms operate at different levels of the language system, such as phonographic, lexicogrammatic, and syntactic. The goal is to understand how language can be used to influence and manipulate individuals and society. Language manipulation is complex and influenced by linguistic, psychological,

extralinguistic, and social factors. In presidential discourse, the goal is to influence people directly and covertly. Manipulative strategies, linguistic tools, and stylistic choices play a crucial role in shaping public opinion and worldviews. Manipulators use language ambiguity to guide people toward their desired interpretations. In essence, language manipulation is a powerful tool for shaping public perception, relying on linguistic elements and exploiting language's inherent complexity.

In this master's work, all the main questions related to the chosen topic were revealed. This paper outlines the theoretical foundations of manipulation in modern English discourse. Manipulation existed and will exist, it is impossible to get rid of it. However, it is possible to make it positive, without negative consequences for other personalities and harmonious existence with the world. To do this, people should act according to the famous statement of the famous classicist I. Kant: "Consider a person as an end, not only as a means!"

RÉSUMÉ

Маніпулятивне спілкування передбачає вплив на партнера по взаємодії з метою досягнення своїх прихованих намірів і цілей. Маніпуляція спрямована на досягнення контролю над поведінкою і думками іншої людини. Основна особливість маніпулятивного спілкування: партнер не повідомляє співрозмовнику про справжні цілі своєї розмови, вони приховуються від нього або замінюються іншими.

Роботу присвячено аналізу маніпулятивної складової мовного портрета в різних типах дискурсу. Аналітичний аналіз включає: контент-аналіз вербальних маніпуляцій і семантичний аналіз вербальних повідомлень.

Мовний портрет можна розуміти як спосіб всебічного вивчення мовної особистості. Мовленнєві портрети класифікують: за типом об'єкта дослідження; за типом матеріалу; залежно від повноти характеристики мовної особистості.

Мовному портрету властива широка варіативність, тому модель для складання мовного портрета вибирається відповідно до завдань дослідження. Мовний портрет у нашому дослідженні окреслений в лінгвопрагматичному аспекті, а саме: через опис комунікативних стратегій і тактик.

Key words: discourse, language personality, language portrait, communication strategy, communication tactics.

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