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Term Paper

Language Means of Emotional Persuasion in Modern Media Discourse

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CONTENTS

INTRODUCTION

Nowadays, media discourse plays an important role in shaping society's views, beliefs, and behavior. One of the key tools of influence used in media texts is the linguistic means of emotional persuasion. This phenomenon is investigated within the framework of this coursework in order to reveal the strategies and techniques used by the media for emotional impact on the audience.

Language means of emotional persuasion in media discourse include a variety of lexical, syntactic, and stylistic techniques aimed at evoking certain emotions in readers, listeners, or viewers. These techniques can be used to stimulate sympathy, provoke outrage, encourage action, or support a particular idea.

Aim: The aim of the term paper is to research and analyze the main linguistic means of emotional persuasion in modern media discourse.

Object: The object of the paper is the emotional language of modern English-language media discourse.

Subject: The subject of the paper is the pragmatic appeal of emotional language in modern English media discourse.

Tasks: To achieve the research aim, the following tasks will be undertaken:

1) to identify the notion "emotional persuasion" and define its features;
2) to outline the main features of modern media discourse;
3) to study the specifics of emotional persuasion in media discourse;
4) to research phonetic, grammatical and syntactic means of emotional persuasion in modern English media discourse;
5) to analyze the pragmatic design of emotional persuasion in modern media discourse.

Methods: To accomplish these tasks, the following methods are employed:

1) general scientific methods: analysis, synthesis, comparison, generalization;

2) linguistic analysis methods: contextual analysis, intent analysis, pragmatic analysis, discourse analysis, and multimodal analysis.

In the process of research, attention will be paid to the specifics of the use of linguistic means in such media format as media article, and attention will be paid to

the influence of linguistic means on the formation of the emotional attitude of the audience to the subject of communication.

The study of this topic is important due to developing media literacy and understanding the mechanisms of media influence. The results of the research can be useful for the development of effective communication strategies in the media environment, as well as for the critical understanding of information that reaches consumers through media channels.

CHAPTER 1. THEORETICAL ASPECTS OF PERSUASION IN MEDIA DISCOURSE

1.1. The main features of emotional persuasion

When we talk about emotional persuasion as a part of psychological influence, we focus primarily on the integration of emotional appeals in persuasion strategies. It embraces, first of all, the general rules and principles of applying specific methods and some of the most general questions about the mechanisms of influence.

There are several methods of psychological influence. In the most general form, they should be considered as: persuasion, suggestion, and imitation (Татенко, 2008, с. 49). Among these, persuasion is notable for its reliance on verbal communication and logical reasoning, although it also strategically engages the emotions of the audience. This method involves an active exchange between both parties, manifesting either as an overt or covert discussion with the aim of reaching a consensus.

In order for persuasion to be as effective as possible, the following rules should be followed (Снитко, 2016, с. 31):

- To believe in the truth of what you convince others, otherwise the interlocutor can easily catch a lie by non-verbal signs (voice intonation, facial expression, gesticulation). For example: *"**I am deeply convinced**, and **I'm sure** we all shall see, that these Ramstein [talks] that have already happened will set a new reality. **I'm also convinced** that we can unofficially call it 'Armoured Ramstein'."* (37)

- Fully disclose all sides of the issue under discussion. For example: *"**The first,** to make NATO rather than the United States responsible for coordinating donations and delivery of weapons to Ukraine, drew objections from Hungary and other allies for its potential to pull the alliance more directly into the war… **The other**, to give Ukraine $100 billion in aid over five years, was met with confusion, since it is unclear how NATO could compel its member states to contribute."* (31)

- Take into account the individual characteristics of those who are being persuaded: their age, gender, level of development, etc. For example: *"**I'm addressing** all the people of the United Kingdom. All the people of Great Britain. Great people. With a great history. **I'm addressing** you as a citizen, as President of a great country as well. With a great dream. And a great struggle."* (26)

- Be as logical and evidential as possible. For example: "*I want to present our **vision** of the path to peace - how to **actually achieve** it.*" (35)

- Use both general points and specific facts and examples (better – well-known ones). For example: *"But we have the right to talk about indecision. About the path to **such Bucha**, to **such Hostomel**, to such Kharkiv, to **such Mariupol**."* (30)

- Be emotional and empathetic. For example: *"We will not forget this. We have a long memory. You know, my acquaintance, an old veteran, kept a can opener from a set of Lend-Lease spam throughout his life. **Just as a reminder of the price our nations paid to overcome Nazism in the exhausting six-year war**."* (36)

In the presence of the slightest inaccuracy, the logical inconsistency will reduce the persuasion effect, while the emotional component, on the contrary, will increase the persuasion effect. This delicate balance between logic and emotion is key to effective persuasion.

The process begins with the perception and evaluation of the source of information (Татенко, 2008, с. 53):

1. The listener compares the received information with what he has. As a result, an idea is created about how the speaker presents it, and where he gets it from. If a person thinks that the speaker is telling lies, hiding facts, making mistakes, then trust in him drops sharply.

2. A general idea of the authority of the persuasive person is created, but if the speaker makes logical mistakes, neither official status nor authority will help him.

3. The attitudes of the speaker and the listener are compared: if the distance between them is large, then persuasion may not be effective. In this situation, the most effective way to persuade is by first highlighting similarities with the persuader's views, and then building a deeper understanding to pave the way for persuasion.

Thus, persuasion is a method of influence based on logical techniques, mixed with social and psychological pressure of various kinds (the influence of the authority of the source of information, group influence). It is more effective when we convince a group, not a separate person (Татенко, 2008, с. 55).

Persuasion is a method of conscious and organized influence on the psyche of an individual through appeal to their emotional judgment (Петрик, Остроухов & Штоквиш, 2006, с. 74). It involves the incorporation of new information into a person's belief system through communicative interaction, relying on the individual's conscious engagement with and evaluation of the information. The skill of the persuader plays a crucial role in this process, with the most effective conditions being interactive discussions, group polemics, or disputes, where opinions formed are usually stronger and more enduring than those formed through passive reception (Петрик, Остроухов & Штоквиш, 2006, с. 76).

Persuasion can be direct, appealing directly to the recipient's interest in logical and clear arguments, or indirect, influenced by external factors such as the communicator's attractiveness (Монастирьова, 2013, p. 101).

A prerequisite for the direct method of persuasion is the recipient's interest in information, focusing his attention on logical, true, and obvious arguments.

With the indirect method of persuasion, the recipient becomes subject to random factors, for example, the attractiveness of the communicator. It is a more analytical, sustainable and less superficial direct way of persuasion. Its influence on the attitudes and behavior of the individual is more effective. Its strength and depth also depend on persuasive communication: a set of measures aimed at increasing the effectiveness of language influence (Монастирьова, 2013, с. 103).

On its basis, the researchers (Sapienza, Narayanan & Veenstra, 2015, p. 66) carry out applied research on the peculiarities of communicative influence, develop experimental rhetoric, analyze the main and auxiliary elements of persuasion, the components of persuasive communicative influence.

According to R. Jacobson (Мацько, 1999, с. 88), the model of the communicative process includes five elements:

1) who transmits the message (communicator);

2) what is transmitted (message, text);

3) how the transmission is performed (channel);

4) to whom the message is addressed (audience);

5) with what result the message was made (effectiveness of influence).

A competent, reliable, attractive communicator who is able to convincingly prove his point is also trusted as an effective expert. Additionally, qualities like sociability and adeptness in communication methods significantly contribute to their influence (Sidis, 1898, p. 88).

The reception of information is influenced by the interplay between the content and the attitudes of the audience towards it. Understanding this dynamic is crucial for effective persuasive communication.

As a specific type of pragmatic influence, persuasive influence is distinguished by the situation that determines its necessity, the psychological state of the partners in the communication process. It is about their awareness of the act of influence, the possibility of critical evaluation of episodes of communication, communicative autonomy when the recipient chooses the final decision, about the moral aspect of the content and goals of influence (Снитко, 2016, с. 47).

Persuasive influence is simultaneously a psychological phenomenon (given the structure, functions) and a communicative process (dynamics, conditions, factors, regularities, mechanisms of its manifestation). As a psychological phenomenon, persuasive influence is a systemic formation that has its own structure. Its task is to regulate the recipient's behavior with further self-regulation of his activity. Since each of them pursues their goals in persuasive influence, the partners

are in an asymmetric position with regard to the purpose of interaction, but they are equal in terms of participation in communication (Снитко, 2016, с. 49).

If a person is not ready to be convinced, neither logic, nor the attractiveness of the communicator, nor his arguments will help. The effect of influence is impossible if the communicator has a condescending attitude towards the audience.

1.2. Pragmatic appeal in media discourse

Such scientists as P. Chilton and C. Schäffner (Chilton & Shäffner, 1998, p. 99) consider emotions as important elements of social and political life, drawing attention to the emotionality of public spheres (such as political, academic, and media contexts).

Research that explores language within the realm of psychology has convincingly proven the fact that emotion is an integral part of any kind of communication and can be observed in all types of text and discourse. The influence of mass media on people and society is largely based on human emotions, which are mobilized to achieve certain goals. Appealing to emotions, as well as constructing emotions, is one of the main goals of mass media, which have become a "uniquely powerful" institution; indeed, separate scientists, call it "the most important social institution" (Fairclough, 2001, p. 53). This can be explained by the fact that emotions can directly shape cognition, and cognition can have a fairly direct effect on behavior. Studies in the field of psychology of emotions have shown that emotional events are remembered better than neutral events.

Critical discourse analysts have identified emotional appeals as a persuasive discourse strategy (van Dijk, 2006, p. 379). Chomsky (Pleh, 2019, p. 79) considers emotional influence (usage of the emotional side more than reflection) to be one of the most popular media manipulation strategies. He characterizes emotional influence as "a classic technique for short-circuiting the rational analysis and finally the critical sense of the individual," and goes on to explain that the use of the emotional register opens the door to the unconscious for the implantation or grafting

of ideas, desires, fears and anxieties, compulsions or inducement to conduct (Pleh, 2019, p. 83).

While emotional persuasion and manipulation both involve influencing feelings, they diverge significantly in intent and methodology. Emotional persuasion seeks to evoke appropriate emotions to enhance understanding and acceptance of a viewpoint. In contrast, manipulation often employs emotional influence to deceive or coerce individuals into actions contrary to their interests. Manipulative tactics may involve distortion of facts or exploitation of emotional vulnerabilities, such as guilt or fear, to achieve ulterior motives.

For example, the Hamas manipulation of Israel killing their civilians and children, which immediately causes the receiver to "blame" Israel and side with Hamas, ignoring the fact that Hamas are terrorists. And this happens due to the challenge in the perceiver of an emotional component – sympathy and a sense of injustice towards the dead and injured children. For example: "*But for almost two months now, the Israeli army's response has been appalling. At least 15,000 people have already died, **including over 5,000 children**, and probably many more, given the impossibility of counting all the victims buried under the rubble, not to mention the wounded, traumatized and starving. In less than two months, **Israel has killed** at least **20 times more children than Hamas had killed** or kidnapped on October 7.*" (29)

Under the main type of knowledge presentation, a model of the situation is often presented, which contains the personal understanding of the communicators or addressees of the text. This model, comprising accumulated knowledge, intentions, thoughts, and emotions, serves as cognitive framework for both producers and recipients of texts (Bell, 1996, p. 63). Understanding texts hinges on identifying with the situations portrayed, drawing upon subjective experiences and models of phenomena.

Researchers like Brown (1983) and Richardson (2007) emphasize the subjective nature of text comprehension. Interpretation occurs within the context of

individuals' subjective inner worlds and their unique models of phenomena and situations.

1.3. Linguistic strategies for effective persuasion

The task of linguistic influence is to change the behavior or opinion of the interlocutor or interlocutors as needed by the speaker. There are the following main linguistic means of emotional persuasion on another person (Ahmed, 2014, p. 41):

1. Proving. To prove is to use arguments that confirm the correctness of the thesis. When proving, arguments are presented according to the laws of logic. Argument is a logical way of linguistic influence by constructing a phrase in the following way: "***The first***, *to make NATO rather than the United States responsible for coordinating donations and delivery of weapons to Ukraine, drew objections from Hungary and other allies for its potential to pull the alliance more directly into the war... **The other**, to give Ukraine $100 billion in aid over five years, was met with confusion, since it is unclear how NATO could compel its member states to contribute*" (32).

2. Persuasion. To convince is to instill confidence in the interlocutor that the truth has been proven. Persuasion uses logic and emotions, emotional pressure. We convince using the following phrases: "*Believe me!*", "*That's how it is!*", "*This is true!*", "*Others think the same*", "*I know it for sure!*", "*Trust me...*". When persuasive, we try to actually impose our point of view on the interlocutor. For example: "*This is the number of countries, **I believe**, that will be able to at least try to force Russia to a fair peace.*" (34)

3. Exhortation. To persuade is to emotionally convince the interlocutor to give up his point of view and accept ours. It always happens emotionally, intensively, and personal motives are used. It is often built on repetitions like: "*Well, please...*", "*Well, do it for me...*", "*I will be very grateful to you...*", "*I will also do you such a favor if you ever*

ask...", "*Please...*", etc. Exhortation is effective in a situation of emotional excitement, when the interlocutor may or may not fulfill the request to the same extent. For example: "*He was **grateful** to Turkish President Tayyip Erdogan for his support and desire to mediate.*" (38)

Effective persuasion is a great art that requires knowledge of human psychology, laws of ethics and logic. It combines logical arguments with psychological techniques to influence individuals. The ability to persuade is a valuable quality, complementing other methods of influence. Therefore, it is worth highlighting the basic rules of the art of persuasion (Sidis, 1898, p. 101):

1. Homer's rule. The order in which arguments are presented affects their persuasiveness. The most convincing is the following order of arguments: strong one – medium one(s) – the strongest one.

2. Socrates' rule. To get a positive result from a question that is important to you, put it in third place. Before it, ask the interlocutor two short (simple) questions for him, to which he will give a positive answer without difficulty.

3. Pascal's rule. Do not drive the interlocutor into a corner. Give him the opportunity to preserve his dignity, because nothing is more disarming than the terms of an honorable surrender.

Persuasions evolve through the assimilation of various forms of knowledge, including aesthetic, moral, political, and philosophical. They should be coherent, logical, and tailored to the individual's developmental level.

Conclusions to Chapter 1

Having analyzed the theoretical basis that we chose for this study, we can highlight the following points:

1. Persuasion is a strategy of influencing people that combines rational tactics with various types of social and psychological pressure. It is more successful when we convince a group, not just a single person.

2. Persuasion guarantees that new information is perceived and included in the human perspective system, which is achieved through linguistic contact. Persuasion's success is determined by a variety of criteria, most notably the subject's competence.

3. Emotional persuasion and manipulation may seem similar because both approaches affect a person's feelings, but there are significant differences in intent and methods: emotional persuasion is a process in which a person uses arguments and emotions to evoke appropriate feelings in the listener that will help him better understand and accept the proposed point of view or idea. Manipulation, in contrast, often involves the use of emotional influence to deceive or coerce a person into action that may not be in his or her self-interest. Manipulators may distort facts or use emotional pressure (eg, guilt, fear, pity) to achieve their goals without regard for the wishes or well-being of the other person.

4. There are the following main linguistic means of emotional persuasion: proving, persuasion, exhortation.

CHAPTER 2. EMOTIONAL PERSUASION IN MODERN MEDIA DISCOURSE

2.1. Types of emotional persuasion in modern media

Emotional persuasion in media discourse utilizes a variety of approaches to engage and influence audiences. This paper categorizes these approaches into distinct types based on the emotional responses they aim to evoke and the strategic use of information. Understanding these types can help elucidate how media shapes public sentiment and attitudes.

Researchers (Richardson, 2007; Ahmed, 2014; Chilton & Shäffner, 1998) indicate the following types of persuasion in media discourse: distortion of information, fabrication of facts, silencing of information, urgency of information and sensationalism.

Regarding the distortion of information, it should be noted that, for example, some researchers (Петрик, Присяжнюк & Компанцева, 2010) single out such types as falsification of facts or shift in the semantic field of the concept, while S. Kara-Murza (Кара-Мурза, 2006, с. 78) emphasizes the fabrication of facts, manipulative semantics, simplification and stereotyping. When fabricating facts, small shifts that lead to "polarization" of the message flow should be below the threshold of semantic receptivity of the average recipient, in other words, the average addressee should not notice this influence.

Manipulative semantics (Шугаєв, 2019, с. 22) means changing the meaning of words and concepts. Media discourse usually uses messages from fragments of speech, interviews or video footage of an event. This results in a context change, resulting in an entirely new message. A feature of the use of manipulative semantics is that individual words of the message when analyzed by the addressee are not lies, but the general message may have nothing to do with reality.

In the media, there is a rule (Richardson, 2007, p. 89) that the message should have a level of comprehensibility that corresponds to an intellectual coefficient approximately ten points below the average statistical coefficient of the social group

for which the message is intended. Thus, *simplification* is characterized by catchy vocabulary, simple syntactic structures, and quickly covers wide sections of the population. It makes possible to express the main idea that needs to be instilled in the audience in a short, energetic form, and necessarily in the form of a statement. Furthermore, simplification is usually accompanied by repetition. It is the repetition that gives the message additional conviction and weight, turning it into an obsession. Over time, such a message minimizes the addressee's reasoning, turns thought into action, and begins to exist outside of a person, time, and space (Шугаєв, 2019, с. 66).

The use of *stereotyping* leads to the fact that the addressee unquestioningly accepts the message without internal struggle and critical analysis. With the help of stereotyping, media can change moral and traditional values of society, destroy cultural heritage (Шугаєв, 2019, с. 67).

As for *sensationalism*, it is an effective way of fragmenting problematic aspects, breaking up the information flow in order to hide the real problem, distracting society's attention from urgent problems, and relieving social tension. Of course, the sensation is prepared by specialists in advance, it is broadcast using all available technical means (Internet, television, social networks, etc.) and in most cases distorts the real event or reduces its importance (Шугаєв, 2019, с. 69).

As a rule, such type of persuasion in the media discourse appears precisely when tension is growing in society, social stratification is deepening, or conflicts of interest are intensifying. One such example is the events in Israel and Palestine (27), when the armed conflict reached its peak, which led to a sensation that was almost instantly reported by all the leading news agencies of the world, namely, the troops destroying the civilian population. For example, an article that came out literally the next day after the start of the armed conflict, October 8, 2023: "*Israel declares war, bombards Gaza and battles to dislodge Hamas fighters after surprise attack*" (28).

Tactics of persuasive influence in media discourse serve specific strategic goals. Among the most common techniques of emotional influence in media discourse, we can name the following (Побокін, 2004, с. 71):

- leveling of authority (for example, distorting the image of the American President Joe Biden as one of the best American presidents by devaluing his competence in the future, arguing that he is already "old and infirm" and "he has memory problems"). For example: "*The 81-year-old Democrat's memory as 'hazy', 'fuzzy', 'faulty', 'poor' and having significant limitations.*" (33);

- tactics of labeling or presenting the state of affairs in a favorable position (for example, refugees from Ukraine and other countries in Europe). For example: "*She spoke of the clear hierarchy at the border crossings: 'Ukrainians first, Indians second and Africans last'.*" (36);

- tactics of concealing facts or distorting them (for example, numerous promises by Germany to transfer anti-aircraft systems to Ukraine, but inaction over a period of time called this desire into question, and as a result the world learned that in fact Germany did not want to transfer such weapons because it was afraid of the escalation of the conflict). For example: "*Scholz has perplexed his European allies by refusing to supply Kyiv with cruise missiles, citing the risks of Russian retaliation even as he berates those allies for not delivering more military aid to help Ukraine fend off Russia.*" (27);

- tactics of inclusiveness and distancing, which consists in creating the image of the "enemy" (for example, creating the image of Russia as a world enemy, despite the fact that there are a number of countries in the world that support Russia; the creation of a worldwide the famous slogan "Russia is a terrorist state"). For example: "'*Russia cannot defeat us on the battlefield, so it targets civilian infrastructure to try to freeze us into submission,' Korynevych told hearings, describing Russia's actions as the actions of a terrorist state.*" (34).

2.2. Tools and ways of emotional persuasion in modern media

At the current stage of the development of linguistic science, five main means of influence are distinguished (Самойлова & Подвойська, 2016, с. 204):

- phonetic level (alliteration, assonance, stylistic variants of phonemes);
- morphological level (category of mode, gender, number of parts of speech);
- lexical level (use of emotional and expressive vocabulary, stylistically colored words);
- syntactic level (incomplete and elliptical sentences, inversion, complex syntactic constructions);
- semasiological level (tropes and figures of speech).

Persuasion is an integral part of any society and requires the use of not only verbal means to achieve a goal. Objects and subjects of manipulation play a leading role in this process (Падалка, 2012, с. 39).

Modern media use a wide range of tools and methods to emotionally persuade their audience. This has become especially noticeable in the era of digital technologies, when access to information has become extremely wide and instantaneous (Sapienza, Narayanan & Veenstra, 2015, p. 109).

First of all, these are visual images. The use of certain photos and videos that cause a strong emotional reaction in the viewer is a good tool for influencing the audience. Also, the use of infographics and visual analogies. It helps to simplify the presentation of complex ideas or data using visual means for easier perception and evoking a certain emotional response (Sapienza, Narayanan & Veenstra, 2015, p. 109).

Secondly, these are linguistic methods of emotional persuasion. In most cases, this is emotional vocabulary: words/expressions with pronounced emotional connotations to influence the perception of the reader or listener; metaphors and similes; repetition. All these methods increase the emotional impact of the author (a newspaper article, in our case) or a speaker (a political figure, in our case) (Sapienza, Narayanan & Veenstra, 2015, p. 109).

Thirdly, a competent structure of the story, distinguishing between "hero" and "anti-hero". Presentation of information through interviews (personal stories that definitely inspire the receiver's trust, because the narration comes from the first person, which indicates the reliability of the source. It is also appropriate to use anecdotes and humor to evoke sympathy or identification. Regarding "heroes" and "anti-heroes", it is worth noting the creation of images of "heroes" (positive characters of history) and "anti-heroes" (negative characters of history) to simplify the understanding of complex situations everywhere emotional archetypes (Sapienza, Narayanan & Veenstra, 2015, p. 109).

The next important tool is to refer to social surveys and authoritative sources. It is appropriate to use real or fictional reviews from "experts" to support the argument of your article or news. It is also advisable to refer to authoritative sources. An appeal to the opinion of famous personalities, scientists or (in our case – political figures) experts is used to give weight to one's own statements and strengthen the argument (Richardson, 2007, p. 84).

Unfortunately, in today's realities there is another tool of emotional influence – *deepfake* (Alba-Juez & Lachlan Mackenzie, 2019, p. 91). This is a cognate word to the already known *fake* (false information, disinformation), but with the involvement of artificial intelligence (AI). This is a relatively new term that refers to computer-generated images of human subjects that do not exist in real life (Глущук, 2023, с. 100). Today, fakes are the first psychological (moral and emotional) weapon, the usage of which during the war has the ability to change the cognitive attitudes of society and lead to fatal consequences.

Fact-checking is considered as a method of filtrating disinformation. This is the process of researching available facts and data to find out their completeness, reliability and truth (Глущук, 2023, с. 101).

All these methods and tools are used by mass media to shape public opinion, influence decisions and audience behavior.

Conclusions to Chapter 2

Among the language tools of emotional persuasion in media discourse, we may emphasize the following approaches:

1. Regarding the distortion of information, we may single out such techniques as falsification of facts or shift in the semantic field of the concept (fabrication of facts, manipulative semantics, simplification and stereotyping).

2. Persuasive techniques in media discourse consist of tactics that make it possible to achieve certain tactical, and sometimes strategic, goals. Among the most common tactics of emotional influence in media discourse, we can name the following tactics: leveling of authority, tactics of labeling or presenting the state of affairs in a favorable position, tactics of concealing facts or distorting them, tactics of inclusiveness and distancing.

3. There are five main means of influence on linguistic level are distinguished: phonetic level, morphological level, lexical level, syntactic level, semasiological level.

4. Modern media use a wide range of tools and methods to emotionally persuade and manipulate their audience. This has become especially noticeable in the era of digital technologies, when access to information has become extremely wide and instantaneous.

5. Today, fakes are the first psychological (moral and emotional) weapon, the consequences of using which during war have the ability to change the cognitive attitudes of society and lead to fatal consequences. So, there is another tool of emotional influence – deepfake. This is a cognate word to the already known fake (false information, disinformation), but with the involvement of artificial intelligence (AI). A method of filtrating disinformation is fact-checking.

CONCLUSIONS

To conclude, we can make the following statements:

1. The object of the persuader's actions is the aesthetic component of the message, since it is connected with the emotional sphere and almost does not lend itself to critical analysis. Emotional influence involves a complex of tactical steps of the speaker involving the necessary lexical, syntactic and pragmatic components of the message.

2. There are the following main linguistic means of emotional persuasion on another person: proving, persuasion, exhortation.

3. The use of tools and methods of emotional persuasion in modern media is a key factor in influencing the audience. All the listed means and tools of emotional influence can cause deep emotional reactions, effectively attracting attention and contributing to better memorization of information. They also help in shaping a particular narrative or emphasizing key ideas. Personalization, in particular, makes content relevant, evoking empathy and engagement. The results of social surveys, which are often referred to in the media discourse, are used to increase the credibility and acceptability of the information presented, relying on the experience of influential people or experts.

4. Deepfakes and fakes are also used as tools of persuasion in modern media.

5. Technologies of persuasive influence in media discourse consist of tactics that make it possible to achieve certain tactical, and sometimes strategic, goals. Among the most common tactics of emotional influence in media discourse, we can name the following tactics: leveling of authority; tactics of labeling or presenting the state of affairs in a favorable position; tactics of concealing facts or distorting them; tactics of inclusiveness and distancing.

RESUME

Курсова робота на тему «**Мовні засоби емоційного переконання в сучасному медійному дискурсі**» присвячено дослідженню мовних засобів емоційного переконання. Вивчаються їх особливості та класифікація, а також пояснюється різниця між маніпуляцією та емоційним переконанням. Курсова робота складається зі вступу, двох розділів, висновків до кожного розділу, загальних висновків, резюме, списку використаної літератури та списку ілюстративних джерел.

Перший розділ «**Теоретичні аспекти переконання в медіадискурсі**» є теоретичним. Досліджено основні ознаки емоційного переконання, прагматичного звернення в медіадискурсі, а також досліджено мовні засоби емоційного переконання.

Другий розділ «**Емоційне переконання в сучасному медійному дискурсі**» є практичним. Проведено аналіз типів емоційного переконання в сучасному медіадискурсі. Також представлено аналіз інструментів і способів емоційного переконання в сучасних ЗМІ.

Ключові слова: *emotional persuasion, manipulation, media discourse, political speech, deepfakes.*

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