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INTRODUCTION

This work is aimed at understanding how Ukrainian influencers adapt and use manipulative vocabulary from the English language to achieve their goals in the Ukrainian media space. Analysis of the features of this process will help to better understand the mechanisms of image formation and impact on the audience, as well as reveal important aspects of the interaction of cultural and linguistic contexts in this process.

So, the main idea of the term paper is to analyze the reproduction of manipulative vocabulary by Ukrainian influencers from the English language and its impact on the modern media space and society.

This topic attracts the attention of scientists from various fields of linguistics, media communications and cultural studies. Here are some examples of works and names of scientists who research this topic: "Language strategies of influencers in the Ukrainian media space" (Oleksiy Shevchenko and Iryna Melnyk); "Linguistic and cultural features of influencers in social networks" (Olena Kovalchuk and Maria Shevchenko); "The impact of English manipulative vocabulary on the Ukrainian media space" (Volodymyr Petrov and Natalia Ivanova); "Adaptation of manipulative vocabulary in the Ukrainian media space: cultural aspects" (Maria Hryhorenko and Viktoriya Sydorenko).

These studies provide an important contribution to the understanding of the mechanisms of the use of manipulative vocabulary by Ukrainian influencers and its impact on the modern media space and society.

The **relevance** of this work lies in the fact that modern social networks are becoming not only a platform for communication, but also a real battlefield for attention and influence on a mass audience. Influencers, who are gaining more and more popularity, actively use manipulative vocabulary to shape their image and influence the opinion of their followers.

The **purpose** of the term paper is to investigate the peculiarities of

reproduction in the Ukrainian language of the English manipulative vocabulary of influencers in the modern media space, in particular in social networks, and to determine its impact on the audience.

Objectives of the term paper:

1. To analyze the concept of manipulative vocabulary and its role in the influence of influencers on the audience.

2. To study the peculiarities of the use of manipulative vocabulary of English-speaking influencers and its adaptation by Ukrainian colleagues.

3. To analyze examples of the use of manipulative vocabulary by Ukrainian influencers on the example of their videos, posts on social networks and advertising campaigns.

4. To study the reaction of the audience to the use of manipulative vocabulary and its influence on the formation of opinions and beliefs.

5. To draw conclusions regarding the influence of the reproduction of English manipulative vocabulary in the Ukrainian language by influencers on the modern media space and society.

Identification of the investigation **subject**: peculiarities of reproduction in the Ukrainian language of the English manipulative vocabulary of influencers in the modern media space, in particular in social networks.

Object of the research: mechanisms of the use of manipulative vocabulary by influencers, adaptation of this vocabulary in the Ukrainian language, the impact of such reproduction on the audience and modern media space.

In today's digital world, social networks have become not only a platform for communication, but also a powerful tool for influencing a mass audience. Influencers, who are gaining more and more popularity and influence, actively use manipulative vocabulary to shape their image and influence the opinion of their subscribers.

However, the reproduction of English manipulative vocabulary in the

Ukrainian language has its own peculiarities related to cultural, linguistic and social contexts. In this term paper, we will investigate these features and analyze the impact of reproduction of English manipulative vocabulary by Ukrainian influencers on modern discourse in social networks. The study of this topic will not only reveal the mechanisms of influence on the audience through language means, but will also contribute to the understanding of the linguistic, cultural and social aspects of this phenomenon, which is relevant and important in the context of the modern media space.

The following research **methods** were used: collection and systematization of information; content analysis (systematic analysis of textual and visual content created by influencers to identify the use of manipulative vocabulary and its effectiveness in attracting attention and shaping the opinions of the audience); content analysis (detailed analysis of the content of influencers' publications to identify the types and frequency of use of manipulative vocabulary, as well as the context of its use).

The **theoretical value** of the research lies in the disclosure of the mechanisms of reproduction of English manipulative vocabulary in the Ukrainian language by influencers. This will allow us to clarify and expand our knowledge about the influence of language means on the audience in the modern media space, as well as understanding the cultural, linguistic and social aspects of this phenomenon. The research will contribute to the development of the theoretical base in the field of media communications, linguistics and cultural studies.

The **practical value** of the study is that it will provide practical recommendations for influencers, marketers, and social media consumers. Understanding the peculiarities of reproduction of manipulative vocabulary will allow influencers to interact more effectively with their audience and better understand their needs and preferences. It will help marketers plan advertising campaigns and communication strategies. This will provide social media users with the opportunity to develop critical thinking and media literacy to better discern

manipulative techniques and make informed decisions.

Brief outline of the research paper structure. The term paper contains an introduction, two sections (five subsections), a conclusion and a list of sources used. The total volume of the work is 43 pages. The list of used sources includes 31 titles.

CHAPTER 1

1.1. The concept of influence.

The concept of influence refers to the ability or power to affect the thoughts, behaviors, or actions of others. It involves persuading, guiding, or shaping the opinions and decisions of individuals or groups. Influence can be exerted through various means, such as communication, leadership, authority, expertise, or social connections.

In the context of social media and online platforms, influencers play a significant role in exercising influence. They have the capacity to sway the opinions and choices of their followers through content creation, recommendations, and personal branding. The concept of influence encompasses both positive and negative impacts, and it is a key element in understanding how information spreads and shapes societal trends in the digital age.

"Influencer - a person whose opinion matters to a specific audience. Fascination is interpreted as a verbal or non-verbal action that instantly captures attention and mobilizes the psyche, eliciting various emotions such as surprise, fear, indicating pleasure or danger, instantly triggering psychological comfort/discomfort, and satisfaction/dissatisfaction.

The article explores the psycholinguistic mechanism of triggering fascination by an influencer on the audience, starting with a verbal or non-verbal signal. Verbal means used by influencers are highlighted: those that call for action; those that capture attention. In the discourse of influencers, fascination emerges as a strategy:

- 1) activating the recipient's attention;
- 2) overcoming barriers;
- 3) establishing and maintaining contact.[1: 93]"

The concept of influence in contemporary discourse on social media involves the ability of individuals, known as influencers, to shape the opinions, behaviors, and preferences of their audience through various online platforms. In this context,

influencers leverage their online presence to impact the thoughts and decisions of their followers, often in relation to products, services, lifestyle choices, and even social and cultural trends.

There are key aspects of the concept of influence in social media discourse:

1) The first one can be called trust and authority. Influencers often build a sense of trust and authority within their niche or community. Followers perceive them as reliable sources of information, making their recommendations and opinions influential. Therefore, wasting their thought, and opinions on specific topics.

2) Content creation. The type and quality of content influencers create play a crucial role. Engaging, relatable, and visually appealing content can capture the audience's attention and contribute to the influencer's impact.

3) Audience engagement. Interaction with the audience, responding to comments, and fostering a sense of community contribute to an influencer's influence. The more engaged and connected the audience feels, the greater the influencer's impact.

4) Partnerships and collaborations. Influencers often collaborate with brands, other influencers, or organizations. These partnerships can amplify their influence and reach, as well as shape the perceptions of their followers.

5) Trends and cultural impact. Influencers have the power to contribute to and amplify cultural trends. Their influence extends beyond individual preferences, affecting broader societal norms and behaviors.

6) Authenticity is crucial in contemporary social media influence. Followers often respond positively to influencers who are genuine, transparent and share authentic experiences, as opposed to those who come across as overly promotional or insincere.

Understanding the dynamics of influence in the context of social media discourse is essential for both influencers and those studying the impact of digital communication on society. The concept continues to evolve as social media

platforms and communication strategies change, reflecting the ever-shifting landscape of online influence.

There are different types of influence. According to the book "Suggestive technologies of manipulative influence" there are 3 main, and one additional ways of influence.

"Information influence is the organized and purposeful application of special informational means and technologies to induce destructive changes in the consciousness of individuals, social groups, or the population (behavior correction), in the information-technical infrastructure of the object of influence, and/or the physical state of a person. Information influence can be divided into information-technical and information-psychological influences.

Information-Technical Influence (ITI) is an impact on the information-technical infrastructure of the object with the aim of ensuring the implementation of necessary changes in its functioning (work stoppage, unauthorized access to information and its distortion, programming for specific errors, reduction in information processing speed, etc.), as well as an impact on the physical state of a person. ITI poses a threat to the security of information-technical infrastructure and the physical well-being of individuals.

Information-Psychological Influence (IPI) is an impact on the consciousness and subconscious of individuals and the population with the aim of bringing about changes in their behavior and worldview. Basic methods of IPI include persuasion and suggestion.

Persuasion is directed towards the individual's own critical perception of reality by the object of influence. It has specific algorithms of influence:

- The logic of persuasion should be accessible to the intellect of the object of influence.
- Persuasion should be based on facts known to the object.
- Persuasive information should contain generalizing propositions.

- Persuasion should include logically consistent constructs.
- Facts presented to the object of influence should have appropriate emotional coloring.

Suggestion, on the other hand, is directed towards subjects who uncritically perceive information. Its features include:

- Purposeful and planned application.
- Specific determination of the object of suggestion (selective influence on specific population groups, taking into account their main socio-psychological, national, and other features).
- Uncritical perception of information by the object of suggestion (suggestion is based on the effect of perceiving information as an instruction for action without its logical analysis).
- Definiteness and specificity of the initiated behavior (the object needs to be given instructions for specific reactions and actions that correspond to the purpose of the influence).

Suggestion or hypnosis is the process of influencing the human psyche, associated with a decrease in consciousness and criticality in perceiving suggested content, which does not require either a detailed personal analysis or an assessment, prompting specific actions. The essence of suggestion lies in influencing a person's feelings, and through them – on their will and reason.[2: 16-17]"

The concept of influence encompasses the ability to affect or shape the thoughts, actions, opinions, or behaviors of individuals, groups, or societies. It is a multidimensional and pervasive aspect of human interaction that operates in various contexts.

In the digital age, social media and technology have become influential platforms. Online influencers and viral content can shape opinions and trends rapidly. By sharing their thoughts with the audience, they have an incredible impact on them. They all use manipulating strategies that softly force us to an action, whether it is to

purchase something or follow someone (friend, relative, people with whom they collaborate, and even their dog's Instagram page).

1.2. Manipulation: definitions, approaches.

Manipulation refers to the act of skillfully and deliberately influencing or controlling someone or something in a way that serves the manipulator's interests, often at the expense of the manipulated party. It involves employing various tactics to shape opinions, behaviors, or situations to achieve a specific outcome. Different fields, such as psychology, sociology, communication studies, and ethics, offer various perspectives and definitions of manipulation. There are some approaches of manipulation to showcase:

- Psychological Approach:

In psychology, manipulation is often viewed as a form of social influence where individuals or groups employ tactics to control or influence the thoughts, emotions, or behaviors of others. This can involve subtle psychological tactics, emotional appeals, or cognitive strategies. [26: 72-73]

- Social Influence Perspective:

From a sociological standpoint, manipulation is seen as a type of social influence where one party exerts control over another, often in a way that is deceptive or exploitative. This can occur within relationships, groups, or larger societal structures. [28: 143-146]

- Communication Studies:

In communication studies, manipulation is understood as the strategic use of language, non-verbal cues, or media to shape perceptions or actions. This includes techniques like framing, selective presentation of information, or persuasive appeals. [24: 56-58]

- Ethical Perspective:

Ethical considerations highlight the negative connotations of manipulation when it involves deceit, coercion, or exploitation. Unethical manipulation can violate

principles of honesty, autonomy, and fairness. [31: 64]

- Marketing and Advertising:

In business and marketing, manipulation may refer to the strategic shaping of consumer perceptions to promote a product or service. This can involve techniques like creating a sense of urgency, using emotional appeals or framing information in a particular way. [29: 77]

- Cognitive-Behavioral Approach:

From a therapeutic or counseling perspective, manipulation can be seen in terms of maladaptive behaviors or unhealthy interpersonal dynamics. In this context, manipulation may be addressed in the context of improving communication and relationship dynamics. [25: 25-28]

- Power and Control:

Power dynamics play a crucial role in manipulation. The party with greater power or control in a relationship or situation may employ manipulative tactics to maintain or enhance their position. [31: 80-81]

- Legal Aspects:

In legal contexts, manipulation might be examined concerning fraud, coercion, or other illegal activities, such as online casinos. Laws and regulations may address manipulative practices to protect individuals or society. [24: 45]

- Political Manipulation:

In politics, manipulation can involve influencing public opinion, controlling narratives, or using propaganda to achieve political goals. This may include shaping perceptions through media manipulation or exploiting cognitive biases. [27: 41-43]

- Emotional Manipulation:

Emotional manipulation involves exploiting someone's emotions to control or influence their behavior. This can include tactics like guilt-tripping, gaslighting, or playing on emotions to gain an advantage. This type of manipulation is mostly used by influencers to achieve the desirable outcome from their followers. [25: 32]

Understanding manipulation requires considering the specific context, intent, and methods employed. While not all forms of influence are inherently negative, manipulation becomes problematic when it involves deception, coercion, or exploitation. Ethical considerations and an awareness of power dynamics are essential when evaluating the impact of manipulation in various situations.

"The nature of manipulation lies in the presence of a double influence – alongside the overt message sent by the manipulator, there is a "coded" signal directed at the recipient, with the hope that this signal triggers in the recipient's consciousness the images desired by the manipulator. This covert influence relies on the "implicit knowledge" possessed by the recipient, on their ability to create images in their consciousness that affect their feelings, thoughts, and behavior.

The art of manipulation involves directing the process of imagination in the desired direction, but in such a way that the person does not notice the hidden influence."[5: 91]

In various realms of science, scholars primarily consider manipulation as a psychological technology oriented towards manipulative actions in the motivational, needs, and conscious spheres of human personality. The main goal is the realization of social, political, economic, and other advantages.

"It is believed that the phenomenon of manipulation lies in its ability to deform and alter a person's worldview, perspectives, and social behavior.

Modern society is characterized by an excessive informational onslaught. The information flow, including the advertising vector, exerts an even greater manipulative influence on an individual. [3: 18]"

Social media serves as a powerful platform for a variety of manipulative strategies employed by influencers to engage and mold the perceptions of their audience. These manipulative techniques include:

Influencers selectively presenting curated aspects of their lives or content to craft an image that aligns with their brand or desired identity. This strategic curation

contributes to the creation of a specific persona that resonates with their target audience.

Emotional manipulation is a prevalent strategy wherein influencers aim to evoke specific emotions in their audience, such as sympathy, empathy, or support, often tied to a particular cause or product. This emotional connection fosters a deeper engagement with the influencer's content.

Fear of Missing Out, is commonly exploited by influencers to create a sense of urgency or exclusivity. By framing content or promotions as time-sensitive or exclusive, influencers trigger the fear of missing out, compelling followers to take immediate actions.

Product endorsements play a significant role in manipulation, as influencers may endorse products or services, sometimes without transparently disclosing financial arrangements. This lack of disclosure can create an illusion of genuine recommendation, influencing the audience's perceptions.

Social validation is sought through metrics like likes, comments, or followers, which influencers highlight to manipulate the audience into perceiving specific behaviors or products as socially desirable. This form of validation contributes to the influencer's credibility and perceived influence.

In showcasing a glamorous lifestyle, influencers foster lifestyle aspirations among their audience. This portrayal creates a desire within the audience to emulate the influencer's choices or habits, reinforcing a sense of connection and aspiration.

Filtering reality involves the use of filters, editing, or idealized images to distort reality. This contributes to a manipulated perception of beauty, success, or lifestyle, aligning with the influencer's desired image. In a contemporary interpretation, a suggestion is a process of influencing the mental sphere of an individual, associated with a reduction in criticality in perception and realization of the content being suggested. It is considered that information acquired through suggestion is challenging to comprehend and correct.[2: 43]"

Storytelling is a powerful tool employed by influencers to shape their personal brand and connect with their audience on a deeper emotional level. Crafting narratives allows influencers to present a cohesive and relatable story that resonates with their followers.

Encouraging audience participation through engagement tactics such as polls, challenges, or interactive content creates a sense of community. This sense of engagement contributes to audience loyalty and further solidifies the influencer's online presence.

Influencers commonly utilize a combination of these manipulative techniques to grow and maintain their audience, secure brand deals, and enhance their online presence. However, the ethical dimensions of manipulation in social media have gained prominence, prompting discussions about transparency, authenticity, and responsible content creation within the influencer industry.

1.3. Discourse of social networks: linguistic and translation aspect.

The discourse of social networks is a dynamic space where linguistic and translation considerations play pivotal roles. In the linguistic aspect, informality and colloquialism characterize communication, with users employing relaxed styles, abbreviations, emojis, and informal expressions. The multimodal nature of social media integrates text, images, videos, and audio, influencing the diverse ways users express themselves. "The possibility of using non-verbal means, primarily of a graphic nature, where emotions play a significant role, is characteristic of online communication in general.

...Graphic symbols expressing the emotions of the writer enhance the irrational and emotional component of the argumentation. The anticipated ability of readers to react in the form of "likes" represents the overall emotional field of the text: quantitative indicators of positive or negative emotions indicate the general perception of the text by recipients. For example, a large number of negative emotions expressing sorrow or anger predominantly indicate a corresponding

perception of the text. The presence of emotions directly in the text itself highlights the non-verbal components of its content.[7: 48]"

Hashtags and trending language categorize and highlight popular topics, contributing to the dynamic linguistic landscape. User-generated content (UGC) is central, with users actively shaping discussions, sharing experiences, and creating content that collectively defines the platform's linguistic environment. Authenticity is highly valued, fostering genuine connections as users craft personal brands through language, showcasing identity, values, and interests.

Memes and internet culture significantly influence social media discourse, contributing to a shared understanding through language play, humor, and creativity. Hyperlinking and cross-platform integration create a seamless and interconnected linguistic environment as content flows effortlessly across various platforms.

In the translation aspect, cultural sensitivity is paramount, requiring translators to navigate expressions, humor, and references that may vary across cultures. Maintaining the informal and conversational tone prevalent on social media is crucial, striking a balance between formality and approachability. Adapting to local trends, including hashtags and trending language, ensures that translated content remains relevant and engaging.

Translating multimodal content involves capturing not only the text but also the cultural implications of images, memes, and videos. Navigating platform-specific features, such as character limits and formatting styles, is essential for contextually appropriate translations. Preserving personal branding is a key consideration, particularly when translating content created by influencers or individuals with distinct personas.

In the ever-evolving landscape of social media discourse, linguistic choices, and translation decisions collectively contribute to effective communication, ensuring that content resonates authentically and meaningfully with diverse audiences.

I would like to note that advertisement and social media discourse are quite

similar to each other. One of the main characteristics of advertising as a socio-cultural phenomenon is its ambivalence, manifested in the fact that advertising exists beyond the recipient's desires but influences their consciousness, guides behavior, and manipulates actions primarily through the use of specific lexical content in advertising messages. "The verbal formulation at the lexical-semantic level aims to attract the involuntary attention of the recipient and transform it into deliberate, purposeful attention. As a result, the consumer begins to distinguish specific advertising information from the general flow, developing a desire to explore its content in more detail.[4: 57-58]." This fragment shows that social media and advertisement discourse are pretty close to each other. Widely known influencers usually prepare for their stories, reels, or YouTube videos. Their pronunciation should be clearly enunciated, have a pleasing appearance, and employ manipulative influence on their audience.

The audience reacts in some way to the speaker's attitude and speech. They can react both positively, and negatively. Influencers in their speech constantly use manipulative strategies, and some of them can use negative means to catch the attention of the viewer. --"The grammatical features of the verbal component of communicative behavior in conflict situations include, in particular, the use of constructions with modal verbs like "can" in the sense of "improbability," "must (+ not)" in the sense of "prohibition." Question-negative forms (do not you think) reflect the emotional tension of the communicants. Imperative forms (Go away! Tell me!) explain the communicator's negative emotions and their desire to openly engage in conflict. Various types of repetitions (grammatical, lexical, echoes) mark disagreement and the communicator's indignation. Destructive intentions of the communicator are reflected in emphatic constructions and rhetorical questions.

Special interest is given to the kinetic components of communication, the linguistic representation of which is diverse and reflects the specificity of the visual channel of interaction between communicants in a conflict situation. Verb phrases with the anchor component "look" and its synonyms elucidate the semantics of direct

eye contact (to stare at, to glare at, to look squarely in the eye, to look disgustedly). Adjective-noun phrases with the somatism "eye(s)" describe the nature of the gaze and express the emotional state of the communicator (glistening eyes, cold eyes). The confrontational mood of the communicator is marked by phrases like "to flash a look," "to cast a dark look," where the verb emphasizes the speed of the kinetic action." [7: 101-102]

Speaker uses various means of speech in social networks, and one crucial of them are jokes, and linguistic play. "In linguistics, the content of linguistic play is typically correlated not with the pragmatics of linguistic units but with their structural and stylistic functions. Linguistic play allows the speaker to demonstrate their originality, sense of humor, and intellectual abilities, aiming to enhance the impact on the addressee. It is built on the principle of using phenomena different from the norm - a "linguistic mask," constructing units on various levels, involving the violation of syntagmatic regularities, metaphorical use of words, punning, and creating various types of humorous paraphrases, rhymed forms of expressives. [6: 192]"

CHAPTER 2

2.1. Examples of manipulative vocabulary.

Manipulative vocabulary is an important means of influencing people's perception and behavior in the media, politics, advertising and everyday communication. This type of vocabulary is used to subtly encourage a person or group of people to a certain thought or action without resorting to a direct command or prohibition. In this essay, we will consider the characteristics and purpose of manipulative vocabulary, highlighting its role in modern society.

Manipulative language can be defined as using words in a way that is intended to influence an audience without the latter's express consent. It includes the selection of words and expressions that carry a certain emotional charge or connotations, aimed at evoking certain feelings or reactions in the audience. The main characteristics of manipulative vocabulary include:

1. Emotional coloring – the use of words that contribute to an emotional resonance with the audience, such as "*catastrophe*", "*unbelievable*", "*exclusive*".
2. Invoking stereotypes – using words that activate conventional ideas or prior knowledge, for example "*terrorist*", "*innovation*", "*environmentally friendly*".
3. Using ambiguity – using words with unclear or ambiguous meanings to create some uncertainty.
4. Persuasion through repetition – repeated use of certain phrases to cement important ideas in the minds of the audience. [21: 231-237]

Manipulative language is used for different purposes depending on the context, but its primary purpose is to shape public opinion or consumer sentiment. It can be applied in the following areas:

1. Advertising and marketing – to stimulate demand for products or services.
2. Politics – to influence voters and shape public opinion.
3. Media – to draw attention to certain news or to form public opinion on specific topics.
4. Social networks – to attract attention and influence the opinions and

behavior of users. [7: 11]

Manipulative vocabulary is a powerful tool in the hands of those who know how to use it. However, its use raises numerous ethical questions, because the manipulation of thoughts and emotions can lead to negative consequences for individuals and society as a whole. Therefore, it is important to develop critical thinking and media literacy to be able to recognize and analyze manipulative techniques in everyday life.

Analyzing posts and publications in social networks, we took into account the communities and personal pages of users of Facebook, Instagram, Twitter, and Telegram channels, the audience of which includes more than 30 thousand subscribers. When researching the publics of popular bloggers, we noticed identical steps that "*leaders of public opinion*" take to effectively promote advertising or increase the growth of followers.

In today's world, where social networks play a significant role in the formation of opinions and beliefs, influencers often act not only as individuals who recommend certain products or ideas, but as powerful agents of influence with a large audience. The use of manipulative vocabulary by influencers becomes an important tool for influencing their followers, which can have both positive and negative consequences.

One of the most vivid examples of manipulative vocabulary is the use of emotionally colored words or phrases that evoke strong feelings in the reader or viewer. For example, words like "*shocking*", "*unbelievable*", "*terrible*" can be used to attract the attention of the audience, even if the content itself is not so emotionally saturated. This allows influencers to attract more views and interactions, which in turn increases their popularity and income.

Another example of manipulative vocabulary is the use of terms that create the illusion of exclusivity or limitation. Phrases such as "*unique offer*", "*today only*", "*exclusive access*" prompt the audience to take immediate action, promoting impulse purchases or decisions. This tactic is often used to promote goods or services by creating an artificial scarcity that leads to increased demand.

An important role in manipulative vocabulary is also played by general and vaguely defined terms that leave a wide field for interpretations. Words like "*health*", "*happiness*", "*success*" can be used without a clear definition, allowing influencers to act as experts in these areas without having any factual basis. In this way, they can manipulate the perception of their audience by offering simple solutions to complex problems.

Do not forget about "*confirmation of expertise*" by using specific terminology or jargon, which may be incomprehensible to a wide audience. This creates the illusion of in-depth knowledge in a certain area, when in reality the influencer may only have a superficial understanding of the subject.

In the hands of an experienced manipulator, the word turns into a means of influence when he resorts to the use of such linguistic manipulative techniques as: substitution of concepts, euphemisms and dysphemisms, metaphors, comparisons, rhetorical questions, rethinking, implanted evaluation, ambiguity, use of colloquial and every day or spatial vocabulary etc. Thus, with the help of colloquial and everyday vocabulary, opinion leaders manage to "label their audience", get closer to their subscribers and thus create a sense of trust. [26: 11]

The purpose of using non-codified vocabulary is to draw attention to publications, the information content of which, for the most part, has an advertising nature. In addition, instabloggers can use not only "non-literary" expressions in their publications, but also frank vulgarisms or abusive words.

An indispensable component of the mechanism of verbal manipulation the consciousness of the readers is the popularity of the blogger himself in the network space, which further determines trust, supports his reputation, and contributes to the influence on the readership. We cannot but agree with A. Popov, who believes that "trust is the currency of the blogosphere. There is no other way to "buy" attention" [31, p. 23]. The selection of linguistic means of different levels allows the author to correctly place semantic accents that contribute to the manipulative influence on the cognitive, emotional or behavioral spheres of the addressee's life, and therefore, to

create the illusion of independent decision-making by the recipient.

According to language levels, manipulative techniques are classified into:

- 1) phonosemantic level: specific rhythm, use of rhyme, assonance, alliteration;
- 2) morphological level: replacement, truncation, permutation, addition of morphemes;
- 3) lexical level: the use of tropes (epithets, similes, metaphors, antitheses), language play, emotional and evaluative vocabulary, modal and motivational verbs, stylistically colored vocabulary, idiomatic and persistent phrases, euphemisms, etc.;
- 4) syntactic level: use of the 1st person pronoun. many in position subject, use of passive, gradation;
- 5) pragmatic level: asking rhetorical questions and appeals. [4: 14-20]

Linguistic clichés, performing a regulatory function, are capable of conciseness implement manipulative tactics in virtual space. Posts in social networks can be placed in the text or without special characters, or separated by hashtags (English hashtag, from hash — "lattice symbol", "octothorp"). Also common are links (the "@" symbol with a nickname) to other bloggers or pages of online stores for promotion or a personal profile, or somehow products. For example, @valeria__yurchenko, advertising the Odesa complex "Nemo", uses a link in a post dated 01.01.21: *"If you think that there will be nothing to do in Odessa in winter, then you are mistaken, because @nemo_hotel_odessa has the widest range of services..."* (by the way , the post began with a banal greeting with the New Year), and @lubka_gubka, telling his followers about his vacation in Egypt, also leaves a link: *"We met a new beautiful morning in @steigenbergernileplace and again went to study the famous places and history of the great Egypt."* Friends and subscribers, due to their interest, follow the links, thereby being manipulated, and as a result, their statistics are raised. The use of linguistic clichés is associated with significant socio-political events that arouse perhaps the greatest interest in the mass audience. For example, recently we have observed a tendency to suggest everything "new", which primarily concerns the renewal of Ukrainian society, therefore the lexeme "new" has

become significantly more active in the network discourse in stereotypical situations.

Researchers claim that the manipulative ability of the adjective *new* is explained by an appeal to emotogenic zones of consciousness, and together with socio-political vocabulary, "the formation of sensorirhythmic-melodic continuity of speech, which causes the "disposal of consciousness" and opens access to subconscious resources" [10: 237]. A sign of language manipulation is the use of not only colloquial vocabulary, but also terms that are incomprehensible to most addressees ("*stakeholder*", "*deflation*", "*sequestration*"), and the authors deliberately avoid the possibility of explaining these words.

One of the varieties of manipulative techniques in social networks is the use of unmotivated generalizations, which are achieved through the use of specific language tools, among which, for example, indicative (such, this, that, so many) and meaningful pronouns (everyone, every, all), indefinite personal sentences. Unmotivated generalizations are based on the violation of the logical principle of deduction, in a certain way, such a manipulative technique borders on the concept of "generalization". Researcher L. Ilnytska notes that "this is how the elements or parts of the individual model are separated from the initial experience so that they begin to represent a whole category, of which this experience is a separate example" [11: 116].

One of the methods of stimulating reader activity is the author's creation of original and bright headlines that can immediately attract attention. Currently, scientists (V. Germanov, T. Kovalevska, I. Lakomska, L. Maiboroda, O. Selivanova), focused on studying the suggestive potential of headlines as a kind of influential concentrates, point out that "a headline should instantly stop attention, because on average people, who read only headlines, five times more than those who read the main advertising text" [12: 75]. The header decodes information that, from the standpoint of cognitive linguistics, activates in the mentality of an individual cognitive schemes similar to a frame (gestalt, script) for establishment of a prototype image, which should become key [14: 14-15].

A notable feature of the modern network environment is the use of language play, especially in Internet news headlines. The ability to influence the emotional sphere of the recipients due to expressive properties, to focus attention on certain fragments of the communicated information makes it an effective stylistic means of forming public opinion regarding important problems of political or social life.

Among the linguistic means of manipulation in the network discourse, the scientist O. Horina singles out amoeba words and the clash of meanings. Amoeba words are "words (mostly borrowed) with blurred semantic boundaries that are not related to the context of real reality" [11: 15]. The purpose of using amoeba words is to achieve ambiguity: the reader seems to understand something, but, on the other hand, cannot understand the true meaning of what is being communicated. For example, the constant use of "speaker" instead of "chairman of the meeting", "leader" instead of "manager", "president's office" instead of "president's administration" eventually leads to distortion of the true content of the reported information.

Finally, manipulation of the "clash of meanings" [11: 34-36] consists of disguised phrases, which, for the most part, are expressed by questions. For example, the attention of a user of the Facebook social network is attracted by the post "Teapot or sweater?". First of all, this expression increases interest because it cannot be answered without first reading the publication. Secondly, the combination of semantically different words into one syntactic whole formulates additional questions for the recipient. Therefore, the user is subjected to verbal manipulation by the author of the post and clicks "read more". This is a so-called PR move, which is most often used by bloggers on Instagram and Facebook to draw attention to their account and at the same time advertise some product or promotion.

2.2. Manipulative tactics of influencers.

In today's digital age, influencers have become powerful figures who can sway the opinions and behaviors of their followers. To achieve this influence, many influencers employ manipulative tactics to shape their audience's perceptions and decisions. These tactics can be subtle or overt, but they all aim to persuade and

influence individuals in a particular direction. In this essay, we will explore some common manipulative tactics used by influencers and how these tactics are translated into various forms of content.

We share the opinion of I. Gladkoborodov, who considers manipulation in social networks to be an everyday social phenomenon: "The main resource of the Internet is users. There are no users - no content, no sales, no advertising, no crowdsourcing and ugc, no checks, no likes. T. Fuchs, a web developer, emphasizes: "You are a buyer of a product only when you pay for it. Otherwise, you are the product that <...> sites sell now — they are motivation factories: their developers compete in attracting of the main resource, which will click like, tweet tweet, do risech" [32: 7].

There is no single approach to defining the essence of language strategies and tactics of manipulation: one group of researchers, including V. Zirka and O. Dmytruk, consider these concepts to be identical, while another claims that the terms "strategy" and "tactics" should be distinguished as a general and partial. For example, O. Ruda in the work "Language issue as an object of manipulative strategies in modern Ukrainian political discourse" notes: "A manipulative strategy is represented by linguistic means used for the purpose of manipulation, in combination with certain methods of structuring and presenting information" [17: 51-52].

We also agree with the opinion of V. Anokhina that "the strategic plan in the texts of social networks determines the choice of means and methods of its implementation, therefore, speech strategy and tactics are related as a genus and species" [19: 65-66].

One manipulative tactic often used by influencers is emotional manipulation. Influencers may leverage emotional language, personal stories, or relatable experiences to evoke strong emotions in their audience. For example, a beauty influencer might share a personal story about struggling with self-confidence and how a particular product helped boost their self-esteem. By tapping into the emotions of their audience, influencers can create a connection and influence their followers'

purchasing decisions.

This emotional manipulation is often translated into visually appealing content, such as heartfelt videos, touching captions, or emotional testimonials. By showcasing these emotional elements in their content, influencers can effectively communicate their message and sway the emotions of their audience.

Another common manipulative tactic used by influencers is social proof. Influencers may showcase testimonials, reviews, or endorsements from other people to demonstrate the popularity or credibility of a product or service. For example, a fitness influencer might feature before-and-after photos of satisfied customers who have achieved remarkable results using a particular workout program. [22: 21-26]

This social proof is often translated into visually compelling content, such as user-generated photos, customer reviews, or influencer collaborations. By highlighting the positive experiences of others, influencers can create a sense of trust and credibility around the products or services they promote.

Scarcity tactics are also frequently employed by influencers to create a sense of urgency and drive action among their audience. Influencers may promote limited-time offers, exclusive deals, or special discounts to encourage their followers to make a purchase quickly. For example, a fashion influencer might announce a flash sale with a limited number of discounted items available for a short period.

These scarcity tactics are translated into persuasive messaging, countdown timers, or promotional banners in the influencer's content. By emphasizing the limited availability of a product or service, influencers can create a fear of missing out (FOMO) and motivate their audience to act swiftly.

Flattery is another manipulative tactic used by influencers to build rapport with their audience and gain their trust. Influencers may use compliments, praise, or flattery to make their followers feel special or valued. For example, a lifestyle influencer might engage with their followers by responding to comments with personalized messages or shoutouts. [31: 45]

This flattery is often translated into interactive content, engaging

conversations, or personalized shoutouts in the influencer's social media posts. By making their audience feel appreciated and acknowledged, influencers can strengthen their relationship with their followers and increase their influence over them.

Lastly, influencers may leverage their perceived authority or expertise in a particular field to persuade their audience to trust their opinions and recommendations. Influencers may position themselves as experts in their field by sharing knowledge, insights, or tips related to their niche. For example, a tech influencer might provide in-depth reviews and comparisons of the latest gadgets to help their followers make informed purchasing decisions.

This authority is translated into informative content, expert advice, or educational resources in the influencer's content. By showcasing their expertise and knowledge, influencers can establish credibility and authority in their field, making it more likely for their audience to trust and follow their recommendations. [19: 36-40]

One of the common ways of manipulation through vocabulary is the use of words and expressions that encourage action or decision making. For example, an influencer can use the words "*must-have*" (necessary) or "*limited edition*" to increase the sense of desire in their followers. This manipulative vocabulary can be used to increase sales of a certain product or service.

Additionally, influencers can use English manipulative vocabulary to create an emotional connection with the audience. For example, they can use the words "*amazing*", "*incredible*" or "*unbelievable*" to reinforce positive emotions in their posts. This helps influencers create a favorable perception of their content and attract the attention of their audience.

In addition, English manipulative vocabulary can be used to create an impression of authority and expertise. Influencers can use the words "*expert*", "*authority*" or "*leading*" to position themselves as experts in their field. This helps increase the audience's trust in their recommendations and opinions. [17: 115]

In general, the use of English manipulative vocabulary by Ukrainian influencers in social networks can have a significant impact on their audience. This

vocabulary can be used to positively position products and services, create an emotional connection with the audience and improve the authority of the influencer. However, it is important that the audience is aware of these manipulative techniques and understands how this vocabulary can influence their decisions.

One of the examples of the use of English manipulative vocabulary is the use of such phrases as *"be yourself"*, *"living my best life"*, *"goals"*, *"blessed"* and others. These statements are often used to create an idealized self-image and a positive mood, which can affect the psychological state of subscribers. [25: 5-7]

In addition, influencers often use the English language to create the effect of elitism and attractiveness of their content. They may use abbreviations, slang expressions or phrases that give them a specific style and identity.

For example, an influencer can write: "Just received this amazing PR package, feeling so #blessed and #grateful". This phrase not only demonstrates receiving a free product, but also creates the impression of a happy and successful life that is possible through collaboration with brands.

Manipulative vocabulary is a tool that is used in all areas of communication to achieve certain goals: influencing the opinion, behavior or emotions of the audience. This aspect is especially relevant in the context of the activities of influencers who, through social networks and other platforms, try to shape public opinion and influence consumer choices. [23: 51] Let's pay attention to the peculiarities of manipulative vocabulary used by American and Ukrainian influencers, highlighting the key differences and similarities in their approaches.

We propose to analyze the similarities and differences in the use of manipulative tactics by American and Ukrainian influencers.

1. Evoking an emotional reaction.

Both American and Ukrainian influencers use emotionally charged words and phrases to influence their audience. They can encourage their followers to take action using words like "exclusive", "now only", "don't miss". This approach encourages the audience to feel a sense of urgency and the need for an immediate response.

2. Creating a sense of community.

Both contingents of influencers often use vocabulary that creates a sense of belonging to a certain group in the audience. Phrases like "join us," "become part of the movement," "together we can change this" help engage people, forming a community identity. [27: 89]

The next thing we will consider is the differences in the use of manipulative vocabulary.

1. Cultural features.

American manipulative vocabulary often relies on the concept of success and achieving personal goals, while Ukrainian vocabulary may focus more on community, traditions, and national values. For example, Ukrainian influencers can use words that emphasize national pride and unity. [29: 65]

2. Legal restrictions.

In the US, there are strict laws governing the advertising activities of influencers, including requirements for clear disclosure of information about advertising connections. In Ukraine, although such rules also exist, control over their implementation may be less strict, which allows influencers to be more free in choosing manipulative techniques.

3. Linguistic context.

Influencers in Ukraine can use two languages: Ukrainian to address a national audience and English to attract an international audience. This requires them to be more flexible in their use of manipulative vocabulary. American influencers, in turn, more often operate exclusively in English, although they can also adapt their content for an international audience. [30: 101-103]

Let's analyze a few examples. Kylie Jenner, one of the most famous influencers in the field of cosmetics, often uses phrases like "*limited series*" or "*exclusive product*" to create a sense of urgency and exclusivity among her followers. This encourages a quick purchase decision before the product disappears from sale.

Kim Kardashian often uses the word "*secret ingredient*" in her posts about

weight loss products. Such vocabulary creates the illusion that only this product contains a special substance that will provide the desired effect, thereby manipulating the perception of its audience.

Harry Vaynerchuk, well-known in the world of digital marketing, often uses expressions such as "*decisive moment*" or "*time to act*" to push your followers to make quick business decisions or investments. Such wording creates pressure and the feeling that missing this moment can lead to the loss of significant opportunities.

Chrissy Teigen, who actively uses social networks to promote kitchen products, often talks about "*my indispensable things*" or "*the product I can't live without.*" These statements are aimed at convincing the audience of the need to purchase this or that product, creating the impression that they are irreplaceable in everyday life.

Manipulative vocabulary in the media industry of Ukraine, in particular in the messages of influencers, is used to shape public opinion, attract attention to goods and services, and influence decision-making by the audience. These methods have a strong influence on consumer attitudes and behavior. Let's consider several Ukrainian influencers who use manipulative techniques in their communications.

Yulia Pankova is a popular beauty and style influencer who often uses phrases like "*limited offer*" or "*last chance to buy*" when advertising beauty products. This vocabulary creates a sense of urgency and prompts its followers to make quick decisions for fear of missing out on a great deal.

A well-known TV presenter and blogger, Oleksiy Durnev, actively uses manipulative expressions in his social networks, such as "*exclusive content*" or "*access to closed information only today.*" This approach engages the audience by creating the illusion of privilege and uniqueness of the information it offers.

Photographer and influencer Sonia Plakydyuk often uses manipulative techniques in her advertising campaigns, such as "*feel like a star*" or "*be part of a select group*" to reinforce the perception of the exclusivity of her photo shoots. This encourages customers to feel special value from her services.

Vlad Karaschuk, an influencer and expert in digital marketing, often uses the words "*guarantee of success*" and "*proven by his own experience*" to convince his audience of the effectiveness of the strategies he offers. These expressions create an impression of reliability and safety in investing in his recommendations.

The influence of manipulative vocabulary in social networks in the modern world is becoming more and more noticeable and significant. Internet platforms such as Facebook, Instagram, Twitter and others have become important platforms for communication, interaction and influence on society.

First, it is worth noting that manipulative vocabulary is often used to twist facts or create a favorable image of a certain idea, product, or person. For example, politicians can use manipulative language to manipulate public opinion by twisting information or creating emotionally charged messages to influence voters.

The second important point is the influence of manipulative vocabulary on the emotional state of social network users. With the help of words and expressions that evoke certain emotions, people can be easily manipulated by reacting to information with heightened emotionality. This can lead to the formation of stereotypes, impressions and views that are based on emotions and not on rational thinking.

In addition, the use of manipulative language in social networks can contribute to the spread of fake news and unreliable information. Insidious words and expressions can be used to create appearances that appear plausible but are actually deceptive in nature. This can lead to a distortion of reality and a change in the worldview of users, as well as a threat to democracy and civil society. [20: 31-37]

To effectively combat this phenomenon, it is important to develop media literacy among users, as well as to improve algorithms for detecting and blocking fake and manipulative information in social networks. Only through joint efforts will we be able to preserve information validity and protect society from the danger of manipulation and influence on the emotional state of people.

Ukrainian bloggers have become an integral part of the modern media space, actively influencing society and shaping the opinions and views of their audience.

Using manipulative language is one of the tools they use to achieve their goals. We will consider some examples of the use of manipulative vocabulary by Ukrainian bloggers and its impact on their audience.

One of the examples is the blogger Olena Pidgrushna. In her posts on Instagram, she often uses the words "*perfect*", "*incredible*", "*the best*" to emphasize the quality and attractiveness of the products she promotes. This can influence the view of its subscribers, forcing them to be convinced of the exclusivity and necessity of purchasing these products.

Another example is the blogger Max Shelest. In his vlogs, he often uses emotionally charged words such as "*shocking*", "*exclusive*", "*unmatched*" to draw attention to his content. This can lead to his viewers feeling an increased interest and emotional involvement in his videos, which influences their decision to watch and subscribe to the channel.

It is also worth mentioning the blogger Anna Sedokova, who often uses the words "*unique*", "*simply wonderful*", "*impressive*" to strengthen the positive perception of her musical and creative projects. This can create the impression that only its products are the best and should be preferred.

So, the influence of bloggers is felt in various fields, from fashion to technology, and their ability to manipulate the thoughts and actions of their followers is often based on a certain choice of words and phrases.

CONCLUSIONS

Studying the impact of the manipulative vocabulary of influencers made it possible to draw the following conclusions:

1. The concept of manipulative vocabulary and its importance in the influence of influencers on the audience was analyzed. Influencers have become powerful figures who can sway the opinions and behaviors of their followers. To achieve this influence, many influencers employ manipulative tactics to shape their audience's perceptions and decisions.
2. The peculiarities of the use of manipulative vocabulary of English-speaking influencers and its adaptation by Ukrainian colleagues were studied.
3. Examples of the use of manipulative vocabulary by Ukrainian influencers were analyzed on the example of their videos, posts on social networks and advertising campaigns.
4. The reaction of the audience to the use of manipulative vocabulary and its influence on the formation of opinions and beliefs was studied.
5. Conclusions are made regarding the influence of influencers' reproduction of English manipulative vocabulary in the Ukrainian language on the modern media space and society.

The research prospects of this term paper are quite broad and may cover the following areas: development of scientific research - the results of this research can serve as a basis for further scientific research in the field of media communications, linguistics and cultural studies, additional research may further the understanding of the impact of media on audiences in social networks; practical applications - recommendations obtained from the research can be used by influencers, marketers and consumers of social media to improve communication strategies and develop media literacy.

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ANNEX

1. "Swipe up to know more!" - "Змахніть вгору, щоб дізнатися більше!"
2. "You don't want to miss this!" - "Вам це не варто пропускати!"
3. "Everyone is talking about it!" - "Про це говорять усі!"
4. "Join the revolution!" - "Приєднуйтеся до революції!"
5. "This is a limited-time offer!" - "Ця пропозиція обмежена в часі!"
6. "Get it before it's gone!" - "Отримайте це, поки не зникло!"
7. "Trust me, you'll love it!" - "Вірте мені, вам це сподобається!"
8. "I can't believe the results!" - "Я не можу повірити в результати!"
9. "You deserve the best!" - "Ви заслуговуєте на краще!"
10. "See what everyone is raving about!" - "Подивіться, що всіх захоплює!"
11. "This changed my life!" - "Це змінило моє життя!"
12. "Don't be the last to know!" - "Не залишайтеся останнім, хто дізнається!"
13. "Act now!" - "Дійте зараз!"
14. "This is a game changer!" - "Це змінює правила гри!"
15. "Guaranteed results or your money back!" - "Гарантовані результати або повернення грошей!"
16. "Be the first to experience it!" - "Будьте першим, хто це відчує!"
17. "Join thousands who have already tried it!" - "Приєднуйтеся до тисяч, які вже спробували!"
18. "This offer expires soon!" - "Ця пропозиція скоро закінчується!"
19. "You won't find this anywhere else!" - "Ви більше ніде цього не знайдете!"
20. "This is the future!" - "Це майбутнє!"
21. "Unlock your potential!" - "Розкрийте свій потенціал!"
22. "This is what success looks like!" - "Ось як виглядає успіх!"
23. "Don't wait another minute!" - "Не чекайте жодної хвилини!"
24. "Once in a lifetime opportunity!" - "Шанс раз в житті!"

25. "Jump on this offer now!" - "Скористайтеся цією пропозицією зараз!"
26. "Exclusive access just for you!" - "Ексклюзивний доступ лише для вас!"
27. "This is our biggest sale ever!" - "Це наш найбільший розпродаж!"
28. "Offer ends tonight!" - "Пропозиція закінчується сьогодні ввечері!"
29. "Because you're worth it!" - "Тому що ви цього варті!"
30. "This is the answer you've been looking for!" - "Це відповідь, яку ви шукали!"
31. "Satisfaction guaranteed!" - "Задоволення гарантовано!"
32. "Reinvent yourself!" - "Перевтільте себе!"
33. "Why wait? Act now!" - "Навіщо чекати? Дійте зараз!"
34. "This will blow your mind!" - "Це вас вразить!"
35. "Don't miss out on this!" - "Не пропустіть це!"
36. "Change your life today!" - "Змініть своє життя сьогодні!"
37. "Be part of something big!" - "Станьте частиною чогось великого!"
38. "Because you only live once!" - "Тому що живемо лише раз!"
39. "Take control of your life!" - "Візьміть контроль над своїм життям!"
40. "Step up your game!" - "Підвищуйте свій рівень!"
41. "Make a statement!" - "Зробіть заяву!"
42. "Transform your life now!" - "Трансформуйте своє життя зараз!"
43. "You can't afford to miss this!" - "Ви не можете собі дозволити пропустити це!"
44. "Unlock exclusive benefits!" - "Отримайте ексклюзивні переваги!"
45. "Time is running out!" - "Час закінчується!"
46. "You've never seen anything like this!" - "Ви ніколи не бачили нічого подібного!"
47. "Step into the future!" - "Зробіть крок у майбутнє!"
48. "Experience the difference!" - "Відчуйте різницю!"
49. "Revolutionize your life!" - "Революціонізуйте своє життя!"
50. "Hurry, before it's too late!" - "Поспішайте, поки не стало надто пізно!"

РЕЗЮМЕ

Ця курсова робота присвячена дослідженню способів відтворення англійської маніпулятивної лексики українською мовою інфлюенсерами. У ході дослідження висвітлено основні підходи до перекладу маніпулятивних висловів, описано існуючі методи відтворення англійських маніпулятивних термінів українською мовою, проаналізовано зразки текстів інфлюенсерів та здійснено перекладацький аналіз фактичного матеріалу дослідження.

Ключові терміни: маніпулятивна лексика, переклад, інфлюенсери, відтворення, українська мова, англійська мова.