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**Текстові засоби сугестії в сучасних різножанрових англійськомовних та українськомовних текстах**

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**Course Paper**  
**Lingual Means of suggestion manifestation in contemporary English and  
Ukrainian media discourse**

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## INTRODUCTION

The concept of speech influence began to be formalized in domestic science in the early 1970s for the needs of such fields as ideological propaganda, problems of the psychology of speech and speech interaction, pedagogy, psychotherapy, judicial oratory; later – mass communication, advertising, PR technologies, etc. The principles of the functioning of speech influence (in a broad sense) are currently the subject of study in psychology, psychoanalysis, linguistics, pragmatics, speech stylistics, rhetoric, the theory of speech interaction, etc. The anthropocentric orientation, a priority in modern science, in particular linguistics, encourages the study of the peculiarities of the functioning of speech influence in various aspects, involving relevant scientific paradigms, in particular, the cognitive-discursive one, which serves as a methodological background for considering "texts of influence" of various styles and genres in all their diversity and the multifaceted nature of their creation and functioning (Мудраченко, 2015: 211).

In modern linguistic studies, the phenomenon of suggestion is not sufficiently studied, and suggestive linguistics is the youngest of the linguistic directions, which is the relevance of the work.

An important contribution to the linguistic study of speech influence was made by researchers: L.A. Kiselyova, N.O. Ostroushko, N.V. Sluxay, S. Chernenko, S. Datsyuk.

The subject of the research is lingual means of suggestion manifestation in modern English and Ukrainian media texts.

Object of study –contemporary English and Ukrainian media discourse.

The aim of the research is to define lingual means of suggestion manifestation in contemporary English and Ukrainian media discourse.

The set goal involves the following objectives:

- to define the concept of suggestion and its functions within the framework of contemporary linguistics;

- to explore verbal means of suggestion;
- to reveal lingual means of suggestion representation in English electronic newspapers;
- to investigate lingual means of suggestion manifestation in Ukrainian social advertising.

The illustrative material includes 30 contexts taken from English electronic newspapers "USA TODAY", "The Guardian" and Ukrainian social advertising.

A set of methods was employed to study lingual manifestations of suggestion in English and Ukrainian media discourse. Specifically, the analysis of special literature relevant for the research; to discuss illustrative material a method of contextual and interpretative analysis, as well as the method of semantic-stylistic analysis were employed.

Theoretical and practical value of the research is the use of research data in translation, in studying suggestion by students, writing articles and other types of works on this topic.

Structurally, the course paper consists of an introduction, two chapters, conclusions, a list of used literature, resume and list of illustrations.

# **CHAPTER ONE**

## **LINGUISTIC ASPECT OF SUGGESTION STUDY IN CONTEMPORARY MEDIA DISCOURSE**

### **1.1 Suggestion as a form of verbal influence and its function in contemporary media discourse**

Suggestion is an influence on the subconscious, emotions and feelings of a person, which is carried out by weakening the control-regulatory function of consciousness, reducing consciousness and criticality in the perception and implementation of suggested content. Suggestion is achieved by both verbal (words, intonation) and non-verbal means (mimicry, gestures, actions, external circumstances). Suggestion itself is a broad concept and includes both open direct or imperative suggestion (for example, during a session of hypnosis, psychotherapy, self-training), and hidden, masked or indirect suggestion (suggestion) (Аккупт, 2019: 9).

The term "suggestion" (from the Latin *Suggestio* – hint, suggestion) was introduced in 1866 by the French doctor August Ambrose Liebaud, who was the first to include suggestions in the list of psychotherapeutic methods. For a long time, the suggestive technique was used for psychotherapeutic purposes as an integral part of a hypnotic session (Аккупт, 2019: 10).

The concept of suggestion appeared in English philology in the 18th century. in connection with the studies of Orientalists, when W. Jones and H. Wilson translated the Sanskrit term "Vyanjana" as "the power of suggestion." Traditionally, "suggestion" is defined as various means of (non)verbal emotionally colored influence on a person with the aim of creating a certain state in him or encouraging him to take certain actions. Despite the fact that suggestion is an object of research in psychology, neurophysiology, psychiatry, etc., the vast majority of scientists recognize the leading role of speech in the process of suggestive influence (S.D. Maksimenko, D.V. Olshansky, V.V. Yurchuk) (Климентова, 2012: 48).

Inclining to the point of view of the majority of scientists, we believe that suggestion should be understood primarily as a verbal influence on the human psyche, which is perceived without critical evaluation and is an important component of both professional discourse and everyday communication. Thus, a text created to influence the addressee's subconscious in order to change his psycho-emotional and physiological state can be called a suggestive text (Ільницька, 2006: 35).

The suggestion performs the following functions:

- 1) cognitive function, which contributes to the knowledge of the world and the construction of a psychological (mental) map;
- 2) creative function, promotes activation of the emotional world, penetrating the subconscious;
- 3) regulatory function, which creates a certain atmosphere and increases the efficiency of the addressee's work, and also controls his emotions;
- 4) pragmatic function, which achieves practical and specific goals for the recipient;
- 5) transformational function, which expresses the addressee's adaptation to the process of changing beliefs, trust and attitudes;
- 6) harmonizing function, which creates a harmonious, relaxed atmosphere and helps relieve the recipient's tension (Ільницька, 2006).

In general, scientists currently study the suggestive function of language within the limits of a certain discourse, in particular: in advertising (S. Romanyuk, Yu. Stankevich), in court communication (I. Garbar), mass media (O. Verbitskaya, F. Guerrero-Solé, L. Yudko), etc. Researchers emphasize the need for further development of theoretical foundations and methods of studying various types of speech influence and means of their implementation using natural languages (Твердохліб & Гайович, 2022: 225).

Thus, each statement performs a communicative function, one of which is suggestion. Suggestion, or indirect suggestion, implies an influence on the subconscious, emotions and feelings of the addressee and is characterized by unconsciousness of assimilation of the communicated information. The purpose of

suggestion is to put the object of influence into a trance state and to suggest something, to encourage certain actions. Today, suggestive linguistics allows you to manipulate the audience.

## **1.2 Verbal means of suggestion**

Verbal suggestion is a form of linguistic and psychological influence on the addressee, aimed at his psyche for the formation of relevant emotions, feelings, thoughts, ideas, actions, images, instructions without critical analysis of incoming information using an arsenal of verbal means. The hidden nature of the suggestion creates the illusion of independent choice in its addressee. Suggestive trends are characteristic of poetry and prose (especially in the catharsis of drama). A verbal marker of a suggestion is the selection of verbal elements aimed at changing worldview guidelines as a result of the suggestion (Пославська, 2021: 147).

Suggestion can be made through grammatical devices such as indefinite pronouns, modal verbs, and auxiliary verbs, as well as syntactic devices such as reversals, repetitions, contradictions, introductory constructions, and rhetorical questions.

Modal verbs have some influence for mass media. Modality is a category that means the function of expressing the content of fire and the relationship between reality and the speaker. In particular, the speaker can emphasize the importance of certain actions.

Inversion is a figure of poetic syntax that appears in unusual placement of words for emotional and meaningful expression, which allows the authors of the texts to highlight what they want to focus the addressee's attention on.

In addition, a suggestive text involves the author's use of another rhetorical means of suggestive influence – repetition.

Repetitions are used in texts mostly as means of drawing the reader's attention to certain phenomena.



Stylistic techniques allow the recipient to influence the recipient's emotions and directly reconstruct the image of the world through them.

Antithesis (contrast). This stylistic scheme is formed by comparing words and phrases with opposite meanings. Contrasts based on antonymy allow you to directly evaluate a certain public figure.

Insert structures and constant expressions. They provide an expression of fantasy, emotionality and persuasiveness. In addition, regular expressions complement other lexical items. In particular, through the use of interjections, such an attitude as confidence is expressed.

A rhetorical question is a rhetorical figure that consists in the use of a question that contains a certain answer. Since the answer to the question is ready in advance, such a rhetorical question appears not as a means of calling for reflection, but as a means of directing the thinking of the addressee in the direction in which it is beneficial to the author (Кухаренко, 2003).

According to the type of speech action, manipulation can be:

- social (social non-informative speech acts with clichés in the form of greetings, oaths, prayers);

- volitional (speech acts to fulfill the will of the speaker in the form orders, requests, refusals, advice, etc.);

- informational and evaluative (speech acts that establish public moral, legal, interpersonal emotional relations in the form of reproach, praise, accusations, insults, threats) (Рябокoнь, 2012).

Thus, discourses employ a wide range of grammatical and lexical-syntactic devices of "suggestion", including indefinite pronouns, modal verbs, inversion, repetition, opposition, fixed expressions and rhetorical questions. The possibility of manipulation by such means is implemented by using certain grammatical forms or syntactic structures that confirm the opinion of the author or express his critical perception.

## CHAPTER TWO

### ANALYSIS OF SUGGESTION MANIFESTATION IN CONTEMPORARY ENGLISH AND UKRAINIAN MEDIA DISCOURSE

#### 2.1 Lingual means of suggestion in English electronic newspapers

Suggestive technologies are able to change the state of consciousness, as a result of which the way a person perceives information also changes (Твердохліб & Гайович, 2022).

In the process of building news content, mass media are guided not only by the desire to inform, but also to shape public opinion, to influence the behavioral reaction of citizens, that is, to encourage them to take certain actions. For this purpose, there are suggestive methods and techniques, by means of which additional meanings are woven into the content of the message (Твердохліб & Гайович, 2022).

These techniques work especially effectively in materials with tragic plots, where the level of emotional reaction of the audience is high. Tragic events are covered and discussed in detail in many publications, turning into media hype, such as the "Genoa Bridge collapse" news. The peculiarity of this story is that the cause of the tragedy was the negligence of the authorities. That is why its coverage in the aforementioned publications received a framing that includes direct and hidden accusations, condemnation of the various parties responsible for the construction, control and maintenance of the bridge that collapsed, sympathy for the families of the victims, and a symbolic representation of fate in the accounts of witnesses. It was these aspects of the message that were particularly salient because they received more attention in the context of the event (Родигін & Єрмакова, 2020).

To strengthen the suggestive influence on the consciousness of the audience, clichés are used in the materials of the publications under study, in particular, such as stereotypes and labels, which are characterized by an emotional and evaluative orientation and conservatism. An example of this can be the quote: "*The stereotype of the Genoese is that they're mean traders: they are, it's said, tough seafaring folk*" (The

Guardian). The example uses emotionally marked epithets and negative stereotypes about the social strata of the population of Genoa.

The most numerous group of evaluative judgments, as well as means of irony, criticism, intensification of statements, and rhetorical questions can be singled out within the scope of suggestive methods of provocation in the researched materials. Here is an example of an evaluative judgment: "*A selfie-obsessed politician, he can't resist vanity projects, such as the endlessly debated bridge over the Straits of Messina*" (The Guardian). A negative assessment of the image of a vain politician is formed due to the epithets *selfie-obsessed politician* and *vanity projects*.

As an example of the use of ridicule, we can cite the sarcastic statement: "*And it's not as if Europhobes can offer anything approaching a convincing alternative plan for their countries – apart, that is, from a jump into the void*" (The Guardian). Sarcasm is realized by a combination of the evaluative judgment *anything approaching a convincing alternative plan* and the metaphor *a jump into the void*.

Other means of creating a comic effect are wordplay, idioms, and antithesis. From the arsenal of means of criticism, one can name such stylistic figures as persistent expressions (*come to grief*), metaphors (*a malaise at Italy's heart*), as well as neologisms (*nimbyism*).

The intensity of the statement is achieved by a combination of exclamatory sentences with repetitions of modal verbs and similar elliptical constructions with emotional and evaluative vocabulary: "*You can't, you mustn't die for negligence! For carelessness! For irresponsibility! For superficiality!*" (USA today).

Rhetorical questions provoke thought, hint at an answer, and raise doubts. For example: "*And what of the hundreds of people displaced from their houses beside the wreckage site – where will they go?*" (The Guardian).

Among the suggestive methods of masking in sensational materials, we found such as the assertion or masking of the author's intention under a well-known fact and mixing facts with considerations about them. Modal verbs (*need*) and adverbs (*no doubt*) with a high degree of categoricalness are used for affirmation. The reception of mixing facts with considerations about them is realized by the use of exaggeration (*the*

*simplest explanation*), euphemisms (*leaves behind*), hedging (*It might be easy to forget*), unspecified – quantitative numerals (*came in their thousands*) and conditional sentences.

Persuasion is characterized by lexical and synonymous repetitions of words, phrases and parts of sentences. For example: "*It came down, everything, the world came down*" (USA today). Here, the repetition of the phrase "came down", creating a lexical rhythm, enhances the transmission of the experience and despair of the witness of the tragedy. Effective means of this technique are comparison (like ribbons over the rocks), contrast (physically unharmed but psychologically traumatized) and generalization (culture of corruption has led to mediocrity everywhere to universal mediocrity). Techniques of fascination, such as empathy, reflection, intimidation, intimidation, are aimed at fixing the reader's attention and weakening the effectiveness of the filters of the perception system to increase the speech impact. The essence of empathy is emotional storytelling and description using epithets, metaphors, and bright artistic images.

The effect of direct transmission of emotional states is enhanced in the content of publications by the use of illustrative materials, photos and videos. For example: "*His voice shaking with anger, Battiloro said his son was the "victim of a cruel fate"...*" (USA today). Describing the feelings of a person who has experienced a loss encourages sympathy and empathy. Reflection contains a more direct hint, advice, suggestion regarding the desired actions and emotions of the recipient.

The effectiveness of reflection is enhanced by the use of addresses, personal pronouns, emotional vocabulary and forms of rhetorical or alternative question, as in the following example: "*You need to decide – do you keep responding to the see motions, or guarantee security*" (The Guardian). In this question, the answer choice is obvious to the reader. Intimidation is based on the principle of argumentum ad consequentiam (argument to consequences). This technique is most clearly implemented in the form of conditional sentences, which can have the tone of an ultimatum or a forecast: "*If things don't change, there will be a revolution and Italy will be finished*" (The Guardian). Within this technique, the textual materials about the

"Genoa Bridge collapse" also use negative vocabulary associated with death and grief, which enhances the emotional and intellectual reception.

The approach of intimization is aimed at building relaxed speech through dialogization, using elliptical constructions, short incomplete sentences imitating live conversation, colloquial vocabulary and personal pronouns that express the concept of "one's circle", including linguistic structures of community and trust in the discourse. For example: "*Salvini is like one of us, he doesn't hide <...> he comes to see us, speaks to us, takes photos with us*" (The Guardian). In this way, the idea of "one's circle" is suggested by the first phrase "one of us" and the subsequent repetition of the pronoun "us".

The linguistic stylistic means of suggestive techniques in the sensational materials of the investigated newspapers play an important role in the formation of public opinion by creating frames and forming symbolic systems. They introduce key words, phrases into the text that become key ideas and are suggested to the audience through repetition in different contexts, selection of certain aspects and reinterpretation.

After conducting research, we came to the conclusion that the most frequent linguistic stylistic means of suggestion in the sensational materials of the electronic newspapers "USA today", "The Guardian" are means of provocation (evaluative judgments, criticism), persuasion (repetition) and fascination (intimidation).

## **2.2 Lingual means of suggestion representation in Ukrainian social advertising**

Advertising has been closely integrated into social life, and currently its role has gone beyond commercial communication. Today, advertising acts as a factor in the production of social consciousness and mass culture, a translator of national color, spiritual and cultural traditions, intellectual and spiritual achievements, a mechanism for constructing and strengthening national identity (Хавкина, 2010: 70). It should be

noted that modern scientific intelligence mainly studies commercial and political advertising. Much less often the object of research is social advertising.

Recently, social advertising has become an increasingly widespread form of mass communication. It can be found in print publications, on television, on the Internet, it is part of outdoor advertising. Festivals of social advertising are held annually in Ukraine, for example, the youth festival "Another View" and "Molodiya Festival". In February 2017, the X National Festival of Social Advertising took place in Kyiv (Павлова & Тарасова, 2018: 76).

In this work, we define social advertising as a form of communicative activity aimed at drawing attention to socially significant phenomena and problems, adjusting or changing social behavior, popularizing universally useful values, forming socially useful skills, and the dissemination of which is not aimed at obtaining material profit.

Diagnosing modern society, social advertising in Ukraine highlights a wide range of problems, among which the following are the most acute:

- patriotism and formation of national identity (*«Є мова. Є українці. Є держава. Є майбутнє!»*);
- road safety and driving culture (*«Увімкни ліхтар! Помітний велосипедист – живий велосипедист!»*);
- smoking, drug addiction, alcoholism (*«Все має свої наслідки, навіть якщо ти їх не помічаєш! Не вбивай своє здоров'я! Веди здоровий спосіб життя!»*);
- orphanhood (*«Пташка піклується про свою дитину. А ти?»*);
- volunteerism and the problem of immigrants (*«Переселенець – не утриманець!»*);
- corruption (*«Я не даю хабарі, бо це руйнує країну!»*);
- HIV (*«Зупинимо СНІД, доки він не зупинив нас!»*);
- violence in families (*«Насильство... Твій макіяж не приховує...»*);
- forced labor, discrimination and violation of human rights (*«Четверо з п'яти постраждалих від рабства у світі – жінки. Звернутися по допомогу – не слабкість!»*);

- climate change and environmental protection («*Дерева! Вони йдуть з наших міст. Зупиніть їх!*»);
- protection of animals and ethical treatment of them («*Тварини теж мають права #циркбезтварин*»);
- lack of habit of reading («*Читати не шкідливо! Шкідливо не читати!*»);
- hostility and lack of empathy («*Слова ранять! Україна без расизму!*»).

In the process of creating social advertising, the techniques and methods of the psychological approach are actively used, which is based on the basic principles of psychology, the work of consciousness and subconsciousness, the features of visual, auditory, associative perception of the surrounding world by a person. Well-known techniques include intimidation, neutral information aimed at understanding, humor, moral support, positive experience of "stars", appeal to the emotional sphere of the individual. When creating social advertising, authors actively exploit emotions of fear, hatred, contempt, anxiety, anger, disgust, indignation, shock, enmity or, on the contrary, positive emotions: pride, sense of dignity, unity, patriotism.

An example of targeting feelings of disgust can be a series of social posters aimed at overcoming aggression in society. Underneath the images are captions like «*Так виглядає расизм*», «*Так виглядає ненависть*» and more. Each poster is a reminder that offensive language, xenophobic jokes and labels cause no less harm than physical violence and spread the language of enmity and hatred.

One of the means of implementing speech influence in the texts of social advertising is the techniques of dialogization of communication, which are explained in the structure of the text by means of different levels of language. Yes, we selected interrogative sentences: «*Про це мріяла твоя мама?*»; «*Що таке #зрада?*».

The use of imperative constructions is quite typical for social advertising, because the semantic potential of the imperative forms explains the attitude of the addressee, the direction of his will towards the addressee, prompts the reader to take certain actions. Example: «*Не будь свинею! Збережи природу! Не сміти у своєму домі, на своїй землі! Почни з себе!*».

They give expressiveness to the text and ensure its memorability, implement the functions of actualization and influence of a sentence with a zero connection and elliptical constructions: *«Гармонія душі – шлях до довголіття!»*; *«Зірвав підсніжник – став браконьєром!»*.

The use of verbs in the conditional mood is atypical for advertising discourse, because its very semantic essence implies doubt, uncertainty, indecision, unreality. However, for social advertising, the use of conditional verbs is justified in a certain context: *«Хоч би це був шоколад»* (the ad urges dog owners to clean up after their animals).

The brevity, expressiveness, and rhythm of non-conjunctive sentences make them an effective means of conveying the necessary thought to the addressee. Example: *«Знаю! Дію! Захищаю!»*; *«Зупинись. Згадай. Збережи життя»*.

The advertisement under the title *«Навіщо мові бур'яни?»* shows how the "instrument of power" becomes a metaphor chosen by the authors for the nomination of tracings, unsuccessful borrowings that, not like weeds, litter our language. Advertising is aimed at improving the language situation and reviving the culture of broadcasting.

Currently, social advertising in Ukraine is actively developing and acquiring its own specifics. It manifests itself as a tool for forming a problem-thematic paradigm, a mechanism for detecting and preventing socially unacceptable behavior, value deviations, using for this an arsenal of means of psychological and speech influence. An appeal to emotions, both negative (fear, disgust, shock) and positive (patriotism, pride), is typical for social advertising. Suggestion in social advertising is realized with the help of a number of "tools of power", which include grammatical forms selected in a certain way (imperative, elliptical constructions, conditional verbs, interrogative sentences), emotionally colored vocabulary.



## CONCLUSIONS

The results of the performed analysis allow us to conclude that:

Suggestion is an influence on a person, which leads to the emergence of a certain state, feeling, attitude in a person, outside of his will and consciousness; the implementation by a person of such an act that does not directly follow from those norms, attitudes and principles of activity that were accepted by him before this. The suggestion performs the following functions: cognitive function, creative function, regulatory function, pragmatic function, transformational function, harmonizing function.

Suggestion can be made through grammatical devices such as indefinite pronouns, modal verbs, and auxiliary verbs, as well as syntactic devices such as reversals, repetitions, contradictions, introductory constructions, and rhetorical questions. The possibility of manipulation by such means is implemented by using certain grammatical forms or syntactic structures that confirm the opinion of the author or express his critical perception.

After conducting research, we came to the conclusion that the most frequent linguistic stylistic means of suggestion in materials of the electronic newspapers "USA today", "The Guardian" are means of provocation (evaluative judgments, criticism), persuasion (repetition) and fascination (intimidation). The most numerous group of evaluative judgments, as well as means of irony, criticism, intensification of statements, and rhetorical questions can be singled out within the scope of suggestive methods of provocation in the researched materials.

Suggestion in social advertising is implemented with the help of a number of "tools of power", which include grammatical forms selected in a certain way (imperative mood, elliptical constructions, conditional mood verbs, interrogative sentences), emotionally colored vocabulary.

In the process of creating social advertising, the techniques and methods of the suggestion were actively used, which is based on the basic principles of psychology, the work of consciousness and subconsciousness, the features of visual, auditory,

associative perception of the surrounding world by a person. Well-known techniques include intimidation, neutral information aimed at understanding, humor, moral support, positive experience of "stars", appeal to the emotional sphere of the individual. When creating social advertising, authors actively exploited emotions of fear, hatred, contempt, anxiety, anger, disgust, indignation, shock, enmity or, on the contrary, positive emotions: pride, sense of dignity, unity, patriotism.

## RESUME

The course work is devoted to the study of textual means of suggestion in English electronic newspapers "USA TODAY", "The Guardian" and Ukrainian social advertising. Throughout the work, the concept of suggestion as a form of verbal influence is highlighted, along with its functions. Verbal markers of suggestion are described, and means of suggestion used in Ukrainian social advertising and English electronic newspapers are analyzed (totaling 30 sentences that employ suggestion). Additionally, the term paper includes a selection of sentences from social advertisements and electronic newspapers.

**Keywords:** suggestion, verbal markers of suggestion, social advertising, electronic newspapers.

## РЕЗЮМЕ

Курсову роботу присвячено дослідженню лінгвальних засобів сугестії в англomовних електронних газетах "USA TODAY", "The Guardian" та українській соціальній рекламі. Висвітлено поняття сугестії як форми вербального впливу та її функцій, описано вербальні маркери сугестії, проаналізовано засоби сугестії, які були використані в українській соціальній рекламі та англійських електронних газетах (речень із використанням сугестії, загальною кількістю 30). Також у курсовій роботі складено вибірку речень із соціальних реклам та електронних газет.

**Ключові слова:** сугестія, вербальні маркери сугестії, соціальна реклама, електронні газети.

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## ANNEX

1. «Навіщо мові бур'яни?»
2. «Знаю! Дію! Захищаю!»
3. «Зупинись. Згадай. Збережи життя»
4. «Хоч би це був шоколад»
5. «Досить терпіти такі подарунки!»
6. «Зірвав підсніжник – став браконьєром!»
7. «Про це мріяла твоя мама?»
8. «А в тебе є спрага до життя?»
9. «Так виглядає расизм»
10. «Так виглядає ненависть»
11. «Увімкни ліхтар! Помітний велосипедист – живий велосипедист!»
12. «Пташка піклується про свою дитину. А ти?»
13. «Четверо з п'яти постраждалих від рабства у світі – жінки. Звернутися по допомогу – не слабкість!»
14. «Дерева! Вони йдуть з наших міст. Зупиніть їх!»
15. «Читати не шкідливо! Шкідливо не читати!»
16. "The stereotype of the Genoese is that they're mean traders: they are, it's said, tough seafaring folk"
17. "A selfie-obsessed politician, he can't resist vanity projects, such as the endlessly debated bridge over the Straits of Messina"
18. "And it's not as if Europhobes can offer anything approaching a convincing alternative plan for their countries – apart, that is, from a jump into the void"
19. "You can't, you mustn't die for negligence! For carelessness! For irresponsibility! For superficiality!"
20. "And what of the hundreds of people displaced from their houses beside the wreckage site – where will they go?"



21. "It came down, everything, the world came down"
22. "His voice shaking with anger, Battiloro said his son was the "victim of a cruel fate"...
23. "You need to decide – do you keep responding to the see motions, or guarantee security"
24. "If things don't change, there will be a revolution and Italy will be finished"
25. "Salvini is like one of us, he doesn't hide <...> he comes to see us, speaks to us, takes photos with us"
26. "A bridge is a symbol and should never fall, because when a bridge falls, walls goup"
27. "Formany, the truck at the brink became a symbol of destiny and survival"
28. «Гармонія душі – шлях до довголіття!»
29. «Не будь свинею! Збережи природу! Не сміти у своєму домі, на своїй землі! Почни з себе!»
30. «Що таке #зрада?»