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**ENGLISH IN MANIPULATION TECHNIQUES WITHIN ECOLOGICAL
DISCOURSE**

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INTRODUCTION

Linguistic influence on public consciousness can be shown in the open and the hidden form. The most popular and efficient type of hidden influence on public consciousness is linguistic manipulation. A number of researchers [23; 90; 93] think that manipulation impact is one of the most essential functions of mass media along with informative, educational and advertising functions. They consider language manipulation to be “hidden linguistic influence on the recipient, intentionally misinforming it in relation to the idea or content of the speech, performed at three levels: individual, mass and group” [32, p.12].

Speech manipulation is done through communicative tactics and strategies. Strategies of speech behaviour comprise the entire scope of different mechanisms underlying the content of intercultural communication, where the main goal is to achieve specific long-term results. Each speech strategy implies planning the process of communication depending on the personal characteristics of communicating entities and specific communicative setting, as well as implementing the devised plan. It means that a speech strategy is a complex of speech actions aimed at achieving special communicative goals.

Manipulation can be called a pragmatic aspect that achieves its goals without clearly revealing its communicative intentions: the speaker deliberately chooses a form of utterance in which direct signals about his intentional state are absent.

The object of the work is ecological discourse.

The subject of this research is peculiarities of English in manipulation techniques within ecological discourse.

The main purpose of the work is to study peculiarities of English in manipulation techniques within ecological discourse.

To achieve this purpose we have to complete the **following tasks**:

To investigate definition of the notion of manipulation.

To investigate strategies and tactics of manipulation.

To reveal the main characteristic features of ecolinguistics as an emerging research field.

To study manipulative communicative tactics and strategies employed by international governmental organizations.

The research methodology requires a thorough analysis of the data from the sources used and the compilation of data, for the analysis of the material and the transition to a more complete understanding of the problem. This study uses both qualitative and quantitative data collection tools that show the importance of placement in specific social, historical and cultural contexts as we work with manipulation tactics and strategies.

The structure of the research: introduction, three chapters, general conclusions and list of references.

In the introduction we explain the choice of such an interesting topic, goals and tasks of the research. The first and second chapters will be the theoretical part of the research where we will describe the theoretical innovations connected with the notion of manipulation and ecological discourse. In the third chapter we will carry out the analysis of manipulation strategies in ecological discourse.

In the conclusions we will sum up the results of our research, both theoretical and practical ones.

1. LINGUISTIC MANIPULATION: DEFINITION AND TYPES

1.1. The notion of manipulation

The study of latent influence attracts the attention of linguists, as it determines the optimization of the process of interaction between equal communicators by revealing the mechanisms of manipulation. Speech communication in accordance with the pragmatic understanding of the analysis of speech phenomena is considered as a purposeful action on the addressee, and the process of communication is understood as an exchange of actions. This follows from the concept of "speech interaction", which is explained as the joint application of efforts invested in directed actions. This approach makes manipulative and non-manipulative influences an integral part of the communication process.

Manipulation is interpreted as a direction in a certain direction due to conscious influence, and manipulation is defined as a hidden, effective way of action that allows someone to benefit, to achieve the desired [6: 118]. Speech manipulation is a type of speech influence that occurs for the masked suggestion in the psyche of the recipient of desires, attitudes, goals that do not correspond to those that are available to the recipient at the time of communication [33: 99]. Hence the modern figurative understanding of the concept as deft behavior with people as with things, objects. Speech manipulation is one of the most effective levers of pressure on the communicator.

Speech manipulation is realized through purposeful and conscious application of certain features of the use of speech expressions [35: 78]. The person realizes language manipulation, choosing from possible variants of language descriptions of a certain situation of development of affairs those ways of expression which contain the shades of value necessary for him, giving a situation in a favorable position for him, lead to desirable reaction of the addressee. A necessary component of people's daily communication is language manipulation [39]. Speech manipulation is a kind of manipulative influence aimed at the behavioral and cognitive spheres of the

recipient's activity, which is actualized by linguistic means and manifested implicitly [2: 5]. The addressee for language manipulation should have the necessary knowledge to use and direct language tools in the right direction to achieve the expected result.

Linguistics analyzes specific cases of using language tools for one-sided provision of information [3: 188]. Language tools, which are used systematically, form certain tactics that are implemented by manipulative strategies. Often the manipulation simulates interest, courtesy, taking into account the interests of the addressee. Extreme forms of manipulative communication are threats and flattery. The manipulator, starting his actions, has a certain degree of confidence in victory. This attitude to success is embodied in the desire to create the necessary advantage of forces over another communicator, which makes it possible to master it [7: 108]. We use the terms strength and weakness to describe this aspect of the relationship. Strength is defined as the superiority of one interlocutor over another in certain parameters of action: qualifications, position, possession of information, situation management [4: 146]. The presence of advantages is often manifested directly in the process of action, when the use of force does not deny the fact of its presence in its potential form.

Thus, manipulation is a way of influencing people by programming their behavior. This influence is aimed at the mental structures of the communicator, is hidden and aims to adjust the thoughts, intentions, behavior of the partner in the desired direction for the addressee. Manipulation in communication creates a large arsenal of knowledge and skills to influence decision-making by other people, large masses of people to obtain the desired result, as well as a set of protection against this dangerous weapon. Manipulation achieves the desired results when it looks invisible, and the manipulated believes that the actions that take place are inevitable.

The complex nature of speech influence determines the number of approaches to its study. O.S. Issers, R.M. Blakar, A.A. Danilova, E.V. Shelestyuk, and others dealt with the question of speech influence. The theory of speech influence dates back to ancient rhetoric as a science of victory in debate. Socio-economic and

political development and improvement of the media have led to the need for new means of persuasion with the implementation of psychological and emotional impact on the listener. In modern linguistic studies, language influences the interlocutor, thus regulating personal relationships, mental state and behavior [46: 54].

Speech influence is the object of research not only in linguistics, but also in a number of related sciences: psycholinguistics, sociolinguistics, pragmalinguistics, psychology, rhetoric. Speech influence in a broad sense is any speech communication in terms of its target conditionality, it is verbal communication, described from the position of one of the communicators, when he considers himself as a subject of influence, and his interlocutor – as an object [9: 5]. According to O. S. Issers, speech influence implies that the subject regulates the activities of another person, which to some extent is free to choose their actions and focuses on their needs [72: 23]. R. M. Blakar considers speech influence as a means of power, because anyone, being in a situation of influence on another person, exercises power, and power can be exercised through language [2: 91].

One of the most effective types of hidden influence is language manipulation [5: 11; 1: 11]. Psychologists interpret manipulation as "a kind of psychological influence that leads to a hidden motivation of another person to intentions that do not coincide with his actual desires" [6: 59]. Linguistic manipulation is the use of language features and rules of its use in order to covertly influence the addressee in the right direction for the performer [3: 45]. The semantic field of the concept of "manipulation" contains the "negative" intention of the speaker and the hidden (not obvious to the listener) nature of influence. The manipulative functions of discourse generate a hidden layer of linguistic data that is not easy to separate from purely informative content. Manipulation is realized when the listener is unable to see the hidden intentions of the speaker in the process of real speech. By increasing the level of inadequate perception of the information field, manipulation expands the illusory subjective reality.

Manipulation is a negative socio-psychological phenomenon that has a detrimental effect on people and society as a whole. However, it should be noted that

linguistic manipulation is considered as one of the important features of everyday human communication. Any of our interaction is political, whether we like it or not, and "from the most intimate tete-a-tete (micropolitics) to a speech that is addressed to millions (macropolitics), the goals are the same, and the techniques are close to each other [8: 69]. Verbal manipulation can be seen as a complex, multi-stage, step-by-step procedure (as in the case of advocacy and advertising campaigns), or it can be a single, relatively simple act of influencing the recipient in interpersonal communication. Discourse becomes manipulative not due to the use of specific lexical or grammatical units, but, above all, through the association with the intentions of the speaker, the vague influence of the nature of expression, the conditions of communication (social context). The language has many tools for the implementation of manipulative goals. Linguistic manipulation is marked by language signs of different levels, which help to interpret the intentions of the speaker [13].

Linguistic manipulation is manifested in the verbal address of the speaker, who regulates the behavior of the interlocutor through language, encouraging him to enter into a conversation or improve it, supplement if necessary. The speaker can either stimulate a proper verbal or nonverbal response, or exert indirect influence to form certain emotions and perceptions necessary for the speaker. In the long run, these perceptions are intended to create the behavior that the speaker was targeting, on the part of the listener. By influencing a person, we strive to create his behavior in accordance with our needs. Oral presentation of information is an important aspect of linguistic influence. When writing a text, it is easier for the reader to track the hidden influence, because the text can always be viewed and supplemented. The same is impossible in oral speech.

It takes a long time to understand the meaning of each word in context, as well as to listen to the sequence of oral messages. Thus, if individual words are accented intentionally, and if the language is structured for a specific purpose, oral information can provide more impact than written text. Depending on the sphere of mental activity that participates and dominates in the process of communication, there are

two types of speech manipulation: rational and emotional. In attempts to influence the behavior of the interlocutor, the speaker can influence his rational sphere. To do this, he uses convincing facts and arguments that affect people's consciousness. The purpose of emotional manipulation is to express the emotions of the speaker and acquire the appropriate emotional response of the listener, which will lead to changes in his behavior. Among the emotional manipulation are: direct (realized through the initial appeal to the rational side of the listener) and indirect (realized by creating imagery, error in logical thinking) [6]. Depending on the nature of the speaker-listener interaction, the manipulation can be direct (the subject (speaker) openly declares its requirements to the object (listener) of the manipulation), indirect (directed to the environment, not the object).

Given the speech act, manipulations can be intentional or unintentional. In the case of intentional linguistic manipulation, the subject is directed to a specific result by the object of manipulation. Unintentional speech manipulation is involuntary because the subject is not aimed at achieving results from the listener.

By type of speech act, manipulation can be:

- social (socially uninformative speech acts with clichés in the form of greetings, oaths, prayers);
- volitional (speech acts, which are accompanied by the will of the speaker in the form of orders, requests, refusals, advice, etc.);
- information-evaluation (speech acts that establish public morality, legal interpersonal emotional relations in the form of condemnation, praise, accusations, insults, threats).

The reaction of the addressee is the basis for discrimination of the following types of linguistic manipulation:

- evaluative (change of the speaker-listener attitude);
- emotional (formation of the general emotional mood);
- rational (reconstruction of the categorical structure of personality consciousness, introduction of new categories).

According to the direction of the interlocutor, the manipulation can be focused on the person or society. Personality-oriented language manipulation is aimed at the listener by the speaker, who creates the image of his interlocutor to achieve the desired effect. In the case of society-oriented manipulation, the speaker does not create the image of an individual listener, but a generalized image of the group as a whole. Each type of linguistic manipulation can help regulate the activity of the interlocutor and change his behavior [6]. The theory of linguistic manipulations involves the differentiation of manipulative and actualized manipulations and productive and unproductive manipulations. Such differentiation of means of manipulation in the framework of communication takes the form of a hierarchy that reflects different levels of communicative skills of language use. Unproductive manipulation occupies the lower part of the hierarchy, while speech actualization is at the top. In psychology, the term "manipulation" is defined as a type of psychological attachment, which in the case of skillful implementation leads to a covert provocation of other people's intentions that do not meet his real wishes and incentives to perform actions necessary for the manipulator.

Linguistic manipulation is based on mechanisms that force the listener to perceive verbal messages uncritically and contribute to the creation of illusions and misconceptions that affect the emotions of the recipient and force him to perform actions beneficial to the speaker. An unproductive form of manipulative attachment is associated with the desire to secretly influence the consciousness of the interlocutor in order to cause him psychological discomfort. Unproductive manipulation is linguistically aimed at the manifestation of power over the interlocutor, demonstrating his imperfection, inferiority, which leads to subordination to the requirements of the speaker. The purpose of productive manipulation is to win a communicative partner and manipulate his behavior through the use of his weaknesses. In this case, the initiator of communication becomes a voluntary donor, who positions his interlocutor in a situation of social well-being, status advantage [93].

The simplest means of manipulation are compliments and flattery. Both productive and unproductive manipulations of the addressee's behavior involve the impact on his emotional sphere, in contrast to other forms of strengthening the will, which appeal to the rational sphere [6]. The highest form of language interaction and manipulation is communication at the level of cooperative actualization – the optimal alternative to effective communication. The main behavioral indicator of the actualization agent is the respect for the individualism of the interlocutor, fundamental equality and transparency of manipulation methods [13].

1.2. Strategies and tactics of manipulation

The problem of manipulation of consciousness as a kind of socio-psychological influence is considered in the framework of social sciences. Manipulation is not actually a linguistic phenomenon [24: 96]. This phenomenon is universal, and therefore has many definitions in different fields of knowledge. But there is no doubt that the manipulation is based on linguistic structures and is realized in speech activity [11: 68]. "Speech (language) manipulation is a kind of manipulative influence, which is carried out through the skillful use of certain language resources in order to covertly influence the cognitive and behavioral activities of the addressee" [26: 50-51]. For example, from the standpoint of sociology, manipulation is a system of means of ideological and socio-political influence in order to change the thinking and behavior of people against their interests. At the same time, people do not realize that their needs, worldview, interests and way of life in general largely depend on those who manipulate them [14: 104]. Manipulation involves the reporting of false information that is different from the "truth". Consequently, it is easy to confuse it with the property of man to make mistakes, draw incorrect conclusions, use unverified facts [25: 49].

Manipulation in combination with force and economic methods gives the subject of management the opportunity to direct the activities and behavior of the

masses, social groups and individuals, to control the social situation [5: 15]. In linguistics, the study of manipulation is closely related to the problem of communication effectiveness, speech impact on the recipient, the study of communication strategies used to effectively influence the recipient. Speech influence, which is the communicative-psychological essence of manipulation [15: 256], aimed at changes in the socio-psychological structure of society or to stimulate direct social action through the impact on the psyche of members of a particular social group or society as a whole. Linguists' interest in the phenomenon of manipulation is due to the fact that manipulative influence is carried out using natural language. However, linguistic publications concerning this phenomenon are not complex and focus only on certain aspects of manipulation [18: 514]. There are two types of manipulation of the subjects of manipulation, namely: – interpersonal manipulation, which is defined as the use of various means and technologies of information and psychological influence on the individual; – collective manipulation – the suppression of the will of people by spiritual influence on them through the programming of their behavior. This influence is aimed at the mental structures of man, is carried out covertly and aims to change the thoughts, motivations and goals of people in the right direction for a certain group of people [4: 358].

Today there is no universal classification of communication strategies in the theory of communication. In dialogic interaction, strategies are distinguished depending on the way of communicating with the communicative partner: a) cooperative strategies – a set of speech actions used by the addressee to achieve the communicative goal through cooperation with the addressee; b) non-cooperative strategies – a set of speech actions that the addressee uses to achieve its strategic goal through conflict with the addressee [13]. Well-known researcher T. van Dijk identifies contextual, speech, semantic, syntactic, schematic, textual communication strategies [4: 54]. Some linguists distinguish between the actual communicative (rules and sequence of communicative actions performed by the communicator) and semantic (step-by-step semantic planning of the goal taking into account the available language code within each move in communication) [100: 118].

In essence, manipulation is an endless monologue, in which even if an "opponent" appears, it is often an organized object, rather than a subject of communication. The transition of power relations into a discursive form means that the force manifests itself in the right to speak and in the right to deprive others of this opportunity [30: 358]. If the language strategy is understood as a set of speech actions aimed at solving the general communicative task of the speaker, then the language tactics should be considered one or more actions that contribute to the strategy, because the strategy chosen by the participants in a communication situation involves the use of appropriate communication tactics [17: 118].

According to some scholars, "language or communicative tactics – are ways and means to achieve a communicative goal, a set of practical communicative moves in the process of language interaction. Language tactics are designed to ensure the implementation of the chosen communication strategy and the deployment of the chosen language genre"[20]. "Manipulative speech tactics are speech actions that correspond to a certain stage in the implementation of a strategy and is a set of in a certain way organized techniques of covert influence aimed at achieving the desired effect or preventing unwanted results, a certain stereotype (model) of speech behavior society and national culture "[30: 51].

The object of study is collective manipulation in the context of political discourse. When describing the manipulative process, the appropriate terms are used: strategy – the overriding task set by the speaker; tactics – the practical steps taken by the speaker, implementing the chosen strategy; language tools – the language material (at all language levels) that the speaker uses. The diversity of linguistic interpretations is largely determined by the possibility of choosing language means [7: 102]. It should be noted that both tactics and methods become manipulative only in a specific communicative (speech) act [10: 117]. Since the main purpose of political communication is to achieve and retain power, the strategies and tactics of influence, aimed at convincing the recipient of the correctness of their position in contrast to the positions of political opponents [19: 113].

Strategy is considered as a process of development and implementation of a communicative task, which aims to effectively influence the recipient. Speech strategy determines the semantic, stylistic and pragmatic choice of the speaker. Depending on the degree of "globality" of intentions, language strategies can characterize a specific conversation with specific goals. They can be more general, aimed at achieving more general social goals. Strategies of influence, motivation and manipulation are most clearly manifested in those types of text where the function of influence is the main, and language manipulation is practiced and plays an important role [8: 20]. The strategic plan determines the choice of means and methods of its implementation, therefore, speech strategy and tactics are related as a genus and a species [19: 7]. Tactics, on the one hand, is a way of speech influence, a set of speech means, on the other hand, a way of strategy implementation. Within one strategy, we can distinguish several speech tactics [2: 7]

According to Mannan [78], a communicative strategy comprises the following structural components:

- choosing the general speech intention such as an intention to make a statement, ask a question, make a request, propose a suggestion, etc.;
- selecting semantic components of the utterance, as well as the extralinguistic setting, corresponding to the modifying communicative meanings;
- defining the scope of the information accounting for one theme (topic), one rheme, (explanatory/context information), etc.;
- correlating bits of information referring to the state of consciousness of communicating entities and the empathy factor;
- defining the sequence of communication components (for example, if the speaker is deeply impressed by what is happening, he or she might begin the sentence with the rheme, thus moving the theme to the end position);
- adjusting the communicative structure of the sentence thus setting a specific communicative mode (dialogue, narration, verbalisation of a written text), style (epic, colloquial) and genre.

While a speech strategy is referred to as a set of speech actions aimed at addressing the speaker's general communicative task, a speech tactic should be viewed as one or more actions facilitating implementation of the corresponding strategy.

A strategic plan determines the choice of means and techniques of its implementation, and so speech strategies and tactics are correlated through the opposition of 'class' vs 'type' [60]. Roebuck [92] suggests that a communicative tactic can be described as a set of practical moves within the real process of speech interaction, i.e. a communicative tactic, as opposed to a communicative strategy, is primarily correlated with the communicative goal, rather than communicative intentions [60].

Strategies deployed in the framework of communication can be discursive strategies outlining the structure and sequence of communicative interactions; rhetoric strategies realised explicitly and implicitly in order to influence the recipient; or compensatory strategies used to fix various possible linguistic errors and communicative failures [48].

Discursive strategies govern the organisation and the course of intercultural communication. These are the strategies that mark the beginning, course and closure of the interaction, predetermine its development, regulate speech actions of communicating entities expressing the speaker's expectations with respect to recipient's behaviour by referring him or her to pre-existing knowledge formed based on the peculiarities of social and professional background to facilitate appropriate perception of the information provided. At the level of linguistic representations, discursive strategies are actualised through the signals of text structuring. The most common signals are those indicating the beginning and the end of the text, role shifts, feedback, and participants' involvement [9: 68].

In this study, a communicative strategy is viewed as a part of communicative behaviour or communicative interaction, in which variable verbal and non-verbal means are used to achieve a specific communicative goal while taking into account the communicative setting and personal characteristics of communicating entities

involved in the process. The key function fulfilled by communicative tactics is implementing the corresponding communicative strategy, which means that they are all correlated with specific communicative intentions. Tactics that help achieve similar goals are integrated into groups.

Thus, one can define a strategy that is constituted by a specific set of tactics, which, in their turn, are made up of communicative moves viewed as tools deployed to implement a specific speech tactic [3]. Literature review giving insight into the use of communicative strategies and tactics in various types of discourse has indicated that their unified classification remains a matter of dispute, since people's communicative behaviour is driven by a variety of factors. Thus, for example, Issers [72] distinguishes 'general' and 'specific' strategies, and yet the latter appear to be virtually impossible to classify due to the diversity and variability of communicative situations.

Each strategy incorporates a number of tactics (Table 1).

Table 1 List of strategies hindering and facilitating cooperative interaction

STRATEGIES	TACTICS
Strategies hindering cooperative interaction	
Evasion	Changing the subject / Forwarding / Avoiding the answer
Open negative response	Objection / Indignation / Denial / Referring to inability to fulfil a request / Unmotivated refusal
Downgrading the recipient's status	Accusation / Judgement / Denunciation / Reproach / Ridicule / Contempt
Communicative confrontation	Disagreement / Unwillingness to sustain

	a conversation / Distancing
Strategies facilitating cooperative interaction	
Solidarity	Request to share a judgement / Demonstrating willingness to cooperate / Reassurance / Intimate interaction / Requesting emotional support
Scaling up the recipient's status	Expressing interest in the content of the conversation / Praise / Compliment
Establishing positive interaction mode	Expressing positive emotional state / Positive assertion / Emotional support

The evasion strategy is realised through the tactics of forwarding, changing the subject and avoiding the answer. If the speaker goes with this communicative strategy, the aim is obviously to give a negative answer while avoiding direct confrontation. The strategy of downgrading the recipient's status is used by male and female respondents in equal measure in order to accuse the recipient, prove them wrong, and discredit their point of view. These particular goals are achieved through the tactics of accusation, judgement, denunciation, reproach, ridicule, and contempt. The strategy of communicative confrontation is implemented through the strategies on disagreement, unwillingness to sustain a conversation, and distancing.

The other group of strategies under analysis is made up by the communicative strategies deployed in order to facilitate interaction based on the principles of politeness and cooperation. These include, for example, the strategy that involves scaling up the recipient's status, which goal is achieved through the tactics of praise, compliment [most commonly used by male respondents], and expressing interest in the content of the conversation. In order to establish positive interaction mode, both

sexes can resort to the tactics of positive assertion, emotional support, and expressing positive emotional state.

Dmytruk distinguishes a number of mind manipulation strategies and tactics [7], which could be employed in different spheres of communication. She offers the following classification of strategies and tactics to manipulate the addressee (see Table 2).

Table 2 Mind manipulation strategies and tactics classification (Dmytruk, 2006)

Strategies	Tactics
truth evasion	labelling shining generalisations transfer use of neologisms
information distortion	hyperbole diminution concept simplification silencing unfair shuffling fact fabrication shredding of a coherent picture
statement immunisation	reference to authorities the use of universal expressions
illocutionary force of utterances modification	categorical nomination non-categorical nomination
group identification	inclusiveness distancing

structuring information according to its relevance	providing important information at the beginning (and end of the message) the use of structures with an implicit potential
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Handelman [69: 45] illustratively specifies that manipulative behavior is geared towards indirect interference in the decision-making of the target, usually without his / her approval. It is not exactly coercion, persuasion or deception. This elusive phenomenon is settled somewhere in the gray area between these motivating actions. The vagueness of manipulation enables the process to appear in almost infinite forms and under many different guises [69]. According to this view, manipulation has been classified into different types, each with its own strategies among which are the following:

Thus, an appropriate pragmatic model of manipulation must be proposed to shift the focus on and account for the cognitive (psychological) processes which underlie the interpretation of a manipulative argument. In line with the aforesaid view, this type of manipulation is the one via which the speaker manipulates hearer's beliefs, such as knowledge, judgements, sentiments and ideologies which in turn control his actions and this is the main concern of cognitive pragmatics.

Conclusion to Chapter 1

Manipulation is not actually a linguistic phenomenon. On a generic basis, most scholars view it as a psychological influence in which "the skill of the manipulator is used to covertly root in the psyche of the recipient goals, desires, intentions, attitudes or attitudes that do not coincide with those that the recipient has at the moment." From a linguistic point of view, manipulation appears as the use of language to exert psychological influence on the addressee. Accordingly, the manipulative strategy

consists of language tools used to exercise manipulative influence in combination with certain techniques of structuring and presenting information.

The system of actions to prepare the effective implementation of the strategy is called a tactic. Tactics describe a set of conversation techniques and behaviors at a particular stage within a single conversation. Manipulative tactics are usually understood as a set of well-organized manipulative techniques used to carry out covert influence aimed at achieving the desired effect or preventing an undesirable result. Manipulative strategies are widely used both at the level of mass consciousness (in the media, in political and advertising discourses) and at the level of interpersonal communication.

2. CHARACTERISTIC OF ECOLOGICAL DISCOURSE

2.1. Ecolinguistics as an emerging research field

The ecology of language began to be discussed relatively recently, considering it within the framework of psychology, anthropology and sociology of language. The peculiarity of ecolinguistics as a multiparadigmatic discipline is that it considers the systemic organization of language in terms of various natural and social ecosystems. The purpose of ecolinguistics is to study various spheres of life and use multidisciplinary perspectives to find integrative ways of analyzing the world around us [22: 3]. Ecolinguistics is a striking example of the cognitive and pragmatic turn in modern science, in which there is a scientific, theoretical, methodological and terminological combination of different areas. The fact that language is considered as a living organism that is subject to the laws of evolution also contributes to the establishment of this trend. Ecolinguistic research of modern linguistics is becoming increasingly important, the subject range of interests of ecolinguists is constantly expanding, an appropriate terminology system is being formed, knowledge about the ecology of language, speech and communication is being enriched.

A distinctive feature of foreign research in ecolinguistics is the interest not so much in the ecology of language as in the development of a general theory and methodology of language research in view of the new ecolinguistic paradigm. It is important to single out at least five features of the ecological approach to language comprehension that are shared by modern foreign ecolinguists.

1. Ecolinguistics does not consider language as a closed, established and idealized system of symbols. According to the ecolinguistic approach, language is an open ecosystem, which, according to K. Fowler and B. Hozhdes, should be studied not only in linguistics, but also in the theory of distributed language, ecological psychology and the theory of dynamical systems [56]. Language functions not only in the system of determination "language – culture", "language – subject", but also in

the system of "language-nature", "language-ecosystem", because the environment, situational context of speech affect the structure, meaning and development languages no less than culture and personality, which themselves are part of these natural and social ecosystems.

2. The ecological approach assumes that language is not localized in the subject of speech as its innate or acquired abilities, but is constantly emerging in the multilevel dynamics of social communication [15]. There are two levels of language: "first-order language", which is unique and depends on the individual and "second-order language", which is culturally determined by a certain stability and standard at a certain historical stage for a particular social group [19].

3. Researchers describe language as a systemic process, not a set of formal structures. Since the functioning and development of language is a sociocultural, context-dependent and nonlinear process, language learning, according to L. van Lear [25], should be based not only on the acquisition of formal linguistic metalanguage and clear grammar, but on the creativity of language formed in specific situations and cannot be fully formalized. However, language rules are an important part of the ecology of language in general, their formulation and observance create order and efficiency of communication (in professional communication, for example) and the necessary conditions for cultural inheritance of language.

4. Ecological approaches to language are characterized by the study of the situational nature of language. Linguistic meanings have their basis not only in the language (traditions of its use) or the thinking of an individual, but also in the reality around, the language arises from the current situations in which speech occurs. Therefore, analyzing the problem of language origin and language learning, researchers point to the importance of index signs [24].

5. The ecological approach to language avoids the reduction of its nature to one of the aspects of systemic processes that determine the existence of language. According to S. J. Cowley, although language is present everywhere, but at the same time can not be localized, it means that ecolinguistics studies the most systemic aspect of the existence of communication [43].

A feature of modern foreign research is also that a number of ecological approaches to language are based not on the ideas of E. Haugen, but on the ecological psychology of J. Gibson, who studied the processes of cognition and practical actions in their interdependence with the environment. Ecolinguistics opens up new perspectives for the study of language, so the problem field of this science is related to a wide range of issues. According to E. Haugen, the problem field of research of ecolinguistics is the interaction of language and its environment, the environment – society, which uses language as one of its sign systems [51: 25].

After the publication of E. Haugen's work, rapid explorations of ecolinguistic problems by other scholars began, which mainly concerned the decline of languages, their extinction, language planning, etc. (W. Smoley, R. Dixon: Mülhousler). At the conference of the International Association of Applied Linguistics, M. Halliday pointed out that ecology and language have a direct impact on each other, namely: language affects human consciousness, and man, respectively, has an impact on the environment in which he lives, and therefore, on environmental ecology [71]. E. Haugen also singles out the problems of language demography among the ecolinguistic issues; features of the interaction of language and its speakers in view of the regional, class or religious origin of the latter; specifics of institutional language support (government decrees and legislation, etc.); finding out the attitude of speakers to the language; the level of language standardization and features of spelling codification, etc. [71: 65].

Analyzing the work of researchers, we can distinguish three aspects of ecolinguistic research: 1. Intralingual, which is associated with the culture of language, style, rhetoric and covers the study of violations of language norms and other communicative properties of language. 2. Interlingual, which is associated with multilingualism as a habitat for a particular ethnic language and with the problem of the disappearance of languages and the reduction of linguistic diversity. 3. Translingual, which is associated with the use of units, means of one language as means of another language [4: 54].

The dictionary of terms and concepts of linguistics provides the following definition of the concept of linguistic ecology together with the definition of the problem field: the study of languages in the context of their functioning; study of the diversity of linguistic phenomena; recognition of the possibility of coexistence of all languages; applied nature of research aimed at resolving language conflicts, improving the quality of education, support and revival of minority languages; research of adaptive strategies of languages and language ecological systems; identification of factors that provide a high degree of vitality of languages [3: 108].

O. Selivanova significantly expands the problem field of ecolinguistics as a scientific field and identifies the following areas:

- 1) the study of the linguistic picture of the world;
- 2) the study of the causes of linguistic diversity, its typology and functionality;
- 3) the analysis of factors influencing the languages disappearance;
- 4) the systematization of ecological and non-ecological elements of language systems;
- 5) the analysis of texts on environmental issues, research of eco-discourses, as well as educational texts aimed at educating eco-literacy;
- 6) the analysis of psychological, social, gender factors of eco-communication;
- 7) the consideration of the relationship between eco-literacy and language literacy in the context of the struggle for language purity [25: 138].

Learning the problems of language policy and ethno-protective functions of language, L. Azhniuk notes that ecolinguistics is aimed to care about the state and prospects of language development, including "endangered and offended" languages, linguistic minorities, dialect environment as part of national and global linguistic fund [2].

A. Radu defines the problems of ecological linguistics together with the following problems of language ecology:

- 1) the correlation of the conceptual sphere of communication between representatives of different linguistic cultures;

- 2) the unification of terminology of scientific and professional communication taking into account changes in a globalized society and people's consciousness;
- 3) the determination of connections of language and non-language components, their co-functioning in the conditions of written and oral communication;
- 4) the formation of linguistic culture of communication, etc. [21: 192].

N. Panchenko, developing the problem field of ecolinguistics, defines the concept of "ecological communication" as communication that has no harmful effects on human health, its psycho-emotional state [18: 375].

A number of researchers also include the problem of "translation ecology" in the field of ecolinguistics, related to the study of the influence of individual and social factors on the translation of a foreign language text [7]. There is also a broader aspect of this problem: intercultural communication and understanding of another culture. Analyzing the main stages of the evolution of ecolinguistic thought, S. Klochko presented the main vectors of the study of ecolinguistics, including: the issue of language policy as one of the tools for preserving languages that are in danger; the problem of bilingualism, as well as the phenomenon of language contacts; the problem of interlingual interference – deviation from the norms of one language under the influence of the norms of another language; the impact of the borrowings; the problem of spreading "hate speech" – negative expressions; processes of linguistic expression of social values and their transformation in the field of modern mass communication; principles of ecological use of language in various spheres of communication and mechanisms of influence of texts on consciousness of recipients, on formation of their picture of the world; the influence on the language of the economic and political situation in the state and more [6: 11].

Linguists also include rhetoric in the range of ecolinguistic research, the subject of which is the analysis of violations of the rules of correctness, intelligibility, logic, consistency, clarity, expressiveness and other communicative properties of speech. V. Pasynok points to the emergence of a new concept in ecolinguistics "ecology of the speech environment", noting that the subject of ecolinguistics is the

culture of thinking and speech behavior, education of linguistic taste, protection of literary language [19: 7].

The ecological approach is not limited to the sphere of language; it significantly increases the scope of its distribution. Currently, there are studies of ecological thinking, ecological consciousness, ecological culture in general. Thus, ecolinguistics has become an example of an interaction of many humanities, which explores the language environment in a broad historical, socio-political, cultural context, considering the rapid processes of integration, globalization and transformation of the modern world, society and consciousness. Modern ecolinguistic research is characterized by a systematic approach to language comprehension, multidisciplinary and integration of different scientific fields. An analytical review of ecolinguistic research has shown that the tasks and subject of ecolinguistics in general are formulated and logically continue the ideas of E. Haugen. The problem field of ecolinguistic research is growing rapidly and takes into account the social, psychological, biological and legal aspects of linguistic studies.

2.2. Peculiarities of discourse analysis in ecolinguistics

In the modern political-linguistic space, the intercultural paradigm acquires special significance in the aspect of the ratio of the key concepts "nature – society – language". Revision of the established relations between society, nature, language is a new scientific problem for researchers in various fields of knowledge, including linguistics. The study of language in connection with a person, his thinking, spiritual and practical activities provides an opportunity to get closer to the understanding of the nature of his communicative behavior, because in the context of intercultural relations, the role of communication is growing. Such an ecological turn involves the study of the role of language in solving environmental problems.

The interdependence between language and its speakers, members of certain social groups, requires the use of linguistic code in different social situations and

circumstances. The presence of the problem of the relationship between language, human and the environment has led to the emergence of various studies to identify common principles to both ecology and language development – which formed the emergence of a modern scientific field – ecolinguistics. Since there is a connection between language and the field of ecology, "ecolinguistics should be considered in terms of a set of approaches to the analysis of language schemes that affect people's perception of the environment... and inspire the protection of nature" [43: 50].

In the 90s of the 20th century ecological discourse became the object of ecolinguistic research that combined ecology and linguistics. Despite the existence of the state concept of environmental education, the environmental worldview needs improvement, due attention of scientists. And it is language that allows the development of ontological concepts of nature, culture and man, "cognitive analysis of linguistic units that represent the concept of nature, based on approaches that consider language as part of socio-cultural ecology" [43: 50].

It can be stated that ecolinguistics as a new branch of linguistics arose at the junction of linguistics and ecology. Thus, ecolinguistics "studies ideologies, metaphors, frames, as well as numerous other cognitive and linguistic phenomena that expose mental models that are deeply rooted in the minds of speakers and appear between the lines of texts that exist in society" [43: 50].

Linguistic research of ecology focuses on "determining the role of the language system in the process of forming the cultural concept of nature" [2: 133]. There are many reasons for the allocation of a separate ecolinguistic discourse, among them are: – the relevance of environmental issues; – active filling of the ecological glossary; – the presence of separate models of communication.

According to N. Gach, "theoretical and methodological approaches" are determined by such main areas of ecolinguistics as ecological research of language and linguistic research of ecology "[3: 50]. This opinion can be confirmed by the words of another scientist: "Ecolinguistics seeks to clean the environment by linguistic and stylistic means" [6: 136]. Thorough analysis requires clarification of

the ecolinguistic discourse in the aspect of the speech activity of the addressee, aimed at the formation of human ecological consciousness.

In modern linguistic research, the study of various aspects of linguistic communication, which are realized in ecological discourse and aimed at the transfer of professional knowledge by the addressees, acquires special development. Exploring discourse as a unity of communicative and cognitive processes, we analyze the linguistic interaction of communicators in different areas of communication. The written form of presentation of the material in the genre of the textbook is a dialogue with a potential reader, who acts as an imaginary interlocutor to whom the addressee directs his message.

Ecological discourse is realized in oral and written forms. Oral forms include public speeches at conferences, seminars, speeches of politicians, their speeches on the radio, television, interviews, press conferences, parliamentary debates, discussions during public hearings, round tables, radio news, touching on the above topics, environmental TV and radio programs, videos of environmental advertising. The written form of ecological discourse includes various publications, articles in magazines and newspapers, reports, reviews, analytical materials, environmental posters and brochures.

Ecological discourse is characterized by extensive use of non-verbal components of communication, paragraphs, color symbolism – this feature brings communication in the field of ecology to advertising discourse. Ecological communication is combined with political discourse by a clear appeal to the system of values that has developed in a certain society [10: 6]. The following genres of ecological discourse are distinguished from the point of view of functional and stylistic differentiation:

- 1) scientific discourse;
- 2) media discourse;
- 3) artistic discourse;
- 4) religious-preaching discourse [59: 7]. There are actually scientific (monograph, dissertation, report), scientific-educational (lectures, seminars, abstracts,

term papers) and popular science (books, lectures, articles, essays) in the middle of the scientific ecological discourse.

Media environmental discourse is related to the socio-political sphere of communication and serves a wide range of public relations. According to the traditional approach, it is divided into informational (note, report, interview), analytical (conversation, article, review) and artistic and journalistic (essay, pamphlet, feuilleton) [1:52]. Artistic ecological discourse is realized in the form of drama, poetry and prose. Religious-preaching ecological discourse is a set of oral and written texts of religious communication. Within the framework of ecological discourse, we are dealing not only with the diversity of positions, but also with different models relations. Ecologists, members of pro-environmental NGOs, foresters, hunters, government officials, opposition politicians, journalists, producers of "environmental" goods, representatives of creative associations, as well as amateurs who are interested, speak in the public arena about environmental protection. problems of nature protection [8: 71].

Given the diversity of participants in communication in the field of ecology, it seems natural that the structure of environmental discourse is not homogeneous. Ecological discourse has a field structure. At the center are genres that realize the main purpose of discourse, so the core of environmental discourse is scientific discourse, because it best meets the goals, values and social functions of discourse, and has the most links with texts of other varieties of discourse. The main function and characteristics of ecological discourse are intertwined with the functions and characteristics of other types of discourse within a single text in peripheral genres. The near periphery is thus represented by the genres of media discourse. The far periphery of ecological discourse consists of texts created by "ordinary citizens" who, not being professional ecologists, journalists, writers and preachers, occasionally participate in ecological communication. These can be various letters and appeals addressed to politicians or government agencies, letters in the media, everyday conversations on environmental issues, and others. Similar texts are in the sphere of intersection of ecological and everyday discourses [4:66].

I. N. Rogozhnikova believes that ecological discourse as an institutional formation is represented only by the discourse of mass media and scientific discourse and its varieties. According to O.V. Ivanov, the study of modern ecological discourse is possible in several aspects, which differ depending on the perspective under which the main ecological problem is studied:

b) there is a question of patterns in the relationship between living beings and the environment from a natural point of view;

c) the features of ecological thinking are studied from a philosophical standpoint;

d) the perception of environmental relations is studied from an aesthetic point of view;

e) from a socio-political standpoint, the question arises about the conditions for the development of new social behavior on the basis of environmental knowledge;

f) from an ethical point of view in practical discourses the normativeness of individual and collective communication with surrounding ecosystems is studied [3: 136].

We are all addressees of ecological discourse, because we have information about the state of the environment, so the study of how language affects environmental behavior and consciousness of society is an extremely important issue in a global environmental crisis. Given the popularity of the Internet as a means of communication and its growing role in informing the public about the state of the environment, we see relevant scientific research aimed at studying environmental Internet discourse, its genre specificity and linguistic-pragmatic potential.

Conclusion to Chapter 2

The peculiarity of ecolinguistics as a multiparadigmatic discipline is that it considers the systemic organization of language in terms of various natural and social ecosystems. A distinctive feature of foreign research in ecolinguistics is the interest

not so much in the ecology of language as in the development of a general theory and methodology of language research in view of the new ecolinguistic paradigm.

Linguists also include rhetoric in the range of ecolinguistic research, the subject of which is the analysis of violations of the rules of correctness, intelligibility, logic, consistency, clarity, expressiveness and other communicative properties of speech.

The presence of the problem of the relationship between language, human and the environment has led to the emergence of various studies to identify common principles to both ecology and language development – which formed the emergence of a modern scientific field – ecolinguistics. Ecological discourse is realized in oral and written forms. It is also characterized by extensive use of non-verbal components of communication, paragraphs, color symbolism.

3. MANIPULATION IN ECOLOGICAL DISCOURSE

3.1. Manipulative communicative strategies and tactics employed by international non-governmental organizations

The research material is presented by fragments of English-language environmental discourse from the official websites of international non-governmental environmental organizations. A modern website is a set of web pages arranged in a certain order, the content of which is designed as a combination of speech works (the most important part of the site space), elements of graphics, video, sound, dynamic image, animation, etc. [4: 11] and is characterized by a user-friendly interface, which, on the one hand, allows the user to find the necessary information relevant to the subject of the site without much difficulty, and on the other – ensures the implementation of communicative intentions of the addressee.

The concept of communicative intention has become a generalization for a large number of communicative tasks that a person solves daily in the process of communication. A person seeks to inform, persuade, ask or agree, demands, denies, shares opinions and assessments [6: 181]. The goal setting (intention) forces not only to select certain facts, but also to present them in a certain light, forces to organize speech accordingly, determines the composition and selection of language means [57: 257].

The result depends on the ability or inability of the addressee to use a variety of tactics that are specific speech actions of influencing [10: 111]. The analysis showed that the addressee's pragmatic intentions on the home pages of the official websites of international non-governmental environmental organizations are achieved through several communication strategies: self-presentation strategies, manipulative strategies, discrediting strategies and group identification strategies.

Let's start our analysis with a strategy of self-presentation. The strategy of optimal self-presentation is to select positively labeled vocabulary, which highlights the work of environmental organizations and creates an image of environmentalists.

There are five tactics in which the strategy of self-presentation is implemented, each of which involves obtaining a certain type of power. They include:

- 1) tactics of gaining attachment (ingratiation) – the desire to please others;
- 2) self-promotion tactics: creating the impression of a skilled and qualified person;
- 3) intimidation tactics: demonstration of power;
- 4) tactics of exemplification – creating the impression of a person with high moral principles;
- 5) supplication tactics – presenting oneself helpless to get help [11: 235-248].

According to the results of the study, environmental organizations most often use the tactics of self-promotion and the tactics of exemplification among the listed tactics of the strategy of optimal self-presentation.

For example, the environmental organization Flora and Fauna International seeks to create an image of an organization that, in addition to environmental issues, cares about the problems of developing countries and thus is an example to follow: *As the world's oldest international wildlife conservation organisation, Fauna & Flora International (FFI) has built a reputation for its pioneering work and science-based approach to conservation. We respond quickly to new challenges and opportunities as they arise, and do not shy away from difficult environments and situations when it is clear that we can make a real difference. [https://www.fauna-flora.org/about].*

The World Wildlife Fund positions itself as one of the largest environmental organizations in the world, whose priority is to conserve natural resources and reduce pollution: Established over a century ago, Fauna & Flora International (FFI) is the world's oldest international wildlife conservation organisation. We have been quietly shaping and influencing conservation practice since our foundation in 1903.

Our focus is on protecting biodiversity (the diversity of life on Earth), which underpins healthy ecosystems and is critical for the life-support systems that humans and all other species rely on [https://www.fauna-flora.org/about].

This provides a positive assessment and explains the essence of the activities of environmental organizations and emphasizes their unique role in preserving a safe environment. In addition, an important component of the strategy of optimal self-presentation is the provision of information on the duration of the environmental organization, which also provides a positive assessment.

For example, the environmental organization Environmental Defense Fund, talking about its activities, begins with the year of its founding: *Launched in 2008 by Fauna & Flora International and the Royal University of Phnom Penh, this is Cambodia's first peer-reviewed scientific journal. [https://www.fauna-flora.org/publications/cambodian-journal-natural-history].*

- *Conservation International, introducing itself in the About Us tab, uses quantitative data: 1903*

The Society for the Preservation of the Wild Fauna of the Empire (later to become FFI) is established.

- *1926*

FFI helps to establish Kruger National Park in South Africa.

- *1948*

FFI is a founding member of IUCN [https://www.fauna-flora.org/about].

The analysis of these fragments allows us to conclude that the strategy of optimal self-presentation successfully combines positively labeled assessment vocabulary, degrees of comparison and quantifiers, whose task is to demonstrate the age and scale of a conservation organization, which enhances the desired effect on the recipient.

The strategy of optimal self-presentation of the environmental organization is also embodied by replacing the verbal components with visual and audiovisual, for example, slideshows and videos, which are launched at the same time as the home

page of the site opens, such as The Changing Oceans Expedition. Foundation, founded by the environmental organization The Antinea Foundation (changingoceans.org).

An interesting way to implement the strategy of optimal self-presentation of environmental organizations is the combination of quantifiers with visual components, which, in our opinion, is extremely effective because it saves time and efforts required for the perception of such information. This is how The Nature Conservancy presents itself [70].

Another way to implement the strategy of optimal self-presentation is to focus on the emotional sphere of the recipient. The environmental organization Greenpeace explains the importance of its operation in this way: *Greenpeace firmly believes that such economic development should never be achieved by sacrificing the environment.* [https://www.banktrack.org/download/green_investment_newsletter/080310_greenpeace_china_greeninvestment.pdf].

As we can see, the overarching motive in the strategy of positive self-presentation is not only self-promotion but also concern about environmental problems and the desire to solve them and, as a result, the involvement of the recipient in this process.

A manipulative strategy is also typical for the official websites of environmental organizations. There are two types of manipulation of the subjects of manipulation: 1) interpersonal manipulation, which is defined as the use of various means and technologies of information psychological impact on the individual; 2) collective manipulation – the impact is aimed at the mental structures of man, is carried out covertly and aims to change the thoughts, motivations and goals of people in the right direction for a certain group of people [3: 117].

In the case of environmental organizations, we deal with collective manipulation, the purpose of which is to form the environmental consciousness of society. Manipulative strategy in the studied material is represented by the tactics of "labeling" (name calling), which is to choose names with a negative connotation to denote a particular social phenomenon, a person, an idea or an organization. Such

labels are associated with socially unacceptable behavior or actions and are used to tarnish a person, organization or social group [2: 88].

During the analysis of the factual material, it was found that on the websites of environmental organizations, the tactics of sticking labels are applied to large companies, governments and individual politicians.

The world's largest companies are called "polluters": *What do we know about the top 20 global polluters?* [<https://www.theguardian.com/environment/2019/oct/09/what-we-know-top-20-global-polluters>].

US President Barack Obama, as the leader of one of the most influential countries, has been severely criticized by environmental activists. He was called a "coward": *Recent rhetorical flourishes from father-of-two Barack Obama, the President of the United States, have tossed climate change into this same bucket of ethical decisions.*

Obama has tugged at the needle of our moral compasses several times with soundbites loaded with ethical ordnance. Take these examples from his recent climate change speech in Washington and his weekly White House address. [<https://www.theguardian.com/environment/planet-oz/2013/jul/02/obama-climate-change-ethics-morals-speech>].

The example condemns the indecision of the American leader (*Obama's cowardlyness in the face of the fossil fuel juggernaut*) to decide on the acceptability of the Keystone XL, which has been criticized by environmentalists, environmental activists and individual members of the United States Congress.

Labels such as "*dirty*" and "*corrupted*" on the websites of international non-governmental environmental organizations characterize the governments of some countries, for which economic growth is much more important than a safe environment. For example, in a report entitled "*Warsaw climate talks: dirtiest climate conference on record*", the governments of countries such as Australia, Canada, Japan and the United States received a negative assessment from environmental

organizations: *“In order to avoid catastrophic climate change, we must first ensure that corporate polluters such as Shell and ArcelorMittal do not interfere and prevent progress at future UN climate talks,” she added.*

Dipti Bhatnagar, Friends of the Earth International Climate Justice and Energy coordinator said:

“Industrialised countries, which have done the most to cause climate change, are trying to walk away from their legal and moral obligations to take ambitious action under the UN climate convention.”

“The biggest trouble makers at this conference were the 'Dirty Four' governments: Australia, Canada, Japan and the US. The Dirty Four must U-turn and commit to real climate action.” [https://www.foei.org/press_releases/archive-by-subject/climate-justice-energy-press/paris-climate-summit-transparency-urgently-needed].

As we can see from the example, the negative attitude towards these governments is verbalized with the label *'Dirty Four'* and a noun with a negative connotation *troublemakers*, which is reinforced by the adjective in the highest degree of comparison of *the biggest*.

In this regard, it should be noted that the governments of individual countries, which are actively involved in the introduction of alternative energy sources, make decisions at the legislative level, which helps to preserve endangered species of animals and plants and cooperate with civil society activists and environmental organizations. For example, the World Wildlife Fund on its official website praises the Norwegian government, which pays considerable attention to environmental issues and thus sets an example for other countries: *The government of Norway will mandate the country's sovereign wealth fund, the largest in the world, to invest in renewable energy, Prime Minister Erna Solberg announced in Oslo today.*

“We are thrilled that Norway is stepping forward to lead on renewable energy,” says Nina Jensen, CEO of WWF-Norway. “If done at scale, this will have

global impact and redefine how we use money consistent with commitments to limit climate change.

“We have long advocated that the fund invest up to 5% in infrastructure for renewable energy. This will require a change in the guidelines for the fund, similar to the mandate to investing in property that was granted in 2010.

“The pension fund is the largest state investor in the world. A solid renewable energy mandate will send a tremendously powerful signal and set the standard for other international investors.” [https://www.wwf.org/?217710/Move-by-Norway-sovereign-wealth-fund-to-invest-in-renewables-could-have-global-impact].

In this passage, the addressee expresses admiration for a country that is struggling on its own with serious environmental challenges, emphasizing that this is an exception rather than a regularity (*It is rare that one government alone can bend the curve on climate change*).

Another strategy that environmental organizations resort to is a discrediting strategy, which is to undermine trust in someone or something, to diminish the authority or importance of someone or something. It is realized with the help of a certain repertoire of speech tactics: tactics of accusation, injection of negative, indirect insults, etc. [9].

An analysis of the official websites of environmental organizations showed the use of accusation tactics and tactics of injecting the negative. Prosecution tactics are used to emphasize the negative image of large companies and governments. The following example shows the accuses of inaction and deliberate obstruction of urgent environmental problems, which exacerbates the environmental situation in the world as a whole: *The only success of the dirtiest climate conference on record is the fact that civil society walked out and started a domino effect already reaching our home countries, where ordinary citizens are joining the struggle for climate justice [https://www.foei.org/press_releases/archive-by-year/press-2013/warsaw-climate-talks-dirtiest-climate-conference-on-record].*

The group identification strategy attracts special attention on the websites of environmental organizations. The technique of its use is always the same, regardless

of the content of views and ideas. In each case, it is argued that a certain set of views is the only correct one and that all who share it have certain valuable qualities and in a sense are better than those who hold other views (often opposite). This creates a positive attitude towards the group, which allegedly has valuable qualities, and a negative attitude towards the opposite group [1].

In the strategy of group identification there are two tactics: tactics of designating others and tactics of designating one's own. Thus, in the conditions of ecological Internet discourse, the tactics of designating one's own are applied to environmental organizations and companies that cooperate with them.

Tactics of designating one's own are verbalized with the help of the pronoun *we* or by listing the participants of one or another environmental action or initiative: *"WE NEED A RAPID AND DEEP CHANGE IN THE WAY WE DO BUSINESS, HOW WE GENERATE POWER, HOW WE BUILD CITIES, HOW WE MOVE, AND HOW WE FEED THE WORLD. IF WE DON'T URGENTLY CHANGE OUR WAY OF LIFE, WE JEOPARDIZE LIFE ITSELF."* [<https://www.un.org/sg/en/content/sg/speeches/2019-12-02/remarks-opening-ceremony-of-cop25>].

This example illustrates the joint work of environmental organizations and, positively assessing it, distances them from other companies engaged in the production of electricity, without taking into account the possibility of alternative energy sources.

A special place in the linguistic embodiment of the tactics of denoting their own in the studied material belongs to the possessive pronoun *our*, which performs several important functions:

- 1) makes each of us responsible for maintaining a safe environment;
- 2) shows that it is possible to keep the planet acceptable for life only by joint efforts: *We have the technology to provide everyone on Earth with clean, renewable energy. And together, we can create a fossil-free future – and give ourselves the best chance of averting climate catastrophe. We'll enjoy cleaner air. We'll protect the*

vital habitats of plants and animals currently threatened by oil and gas developments. And we'll have greener, more sustainable cities;

3) demonstrates the environmental activities of international organizations: *We're at the heart of the global movement for a net-zero, climate-resilient future. A future where the greenhouse gas levels in our atmosphere are stabilized and where we take active steps to help people and nature adapt to the impacts of the climate crisis. A huge global effort is required to meet the challenge but we remain positive.*

A message on the Greenpeace website "The movement for tiger-friendly products starts today. Are you in?" raises the issue of deforestation for palm plantations and, as a result, the decline of tiger populations, blaming manufacturers of personal care products: *Forests do not need to be destroyed to grow palm oil, but the makers of every day products are making us a part of this destruction because they indiscriminately buy dirty palm oil. Its possible to protect forests and prevent tigers from being driven to extinction. Already, global pressure has pushed the worlds biggest palm oil trader to commit to No Deforestation. Global palm oil producers together with Greenpeace and other NGOs have set a new standard for responsible palm oil through the Palm Oil Innovation Group. And big companies, like Nestl, Ferrero, LOreal, and Unilever (owner of brands like Dove and Ben & Jerry's), are taking steps to eliminate forest destruction. [<https://www.greenpeace.org/usa/the-movement-for-tiger-friendly-products-starts-now-you-in/>].*

As we can see from the example, companies producing personal care products are considered criminals who involve their customers in illegal activities (*makers of every day products are making us part of this destruction*), because they knowingly buy raw materials, the production of which entails the destruction of forests and rare species of animals. Condemnation of such activity is verbalized by the generalizing phrase *the makers of every day products*, the adverb *indiscriminately* and the adjective *dirty*, which describes palm oil.

Thus, by analyzing the communication strategies and tactics used by international non-governmental environmental organizations on their official websites, we can note that their pragmatic potential is aimed at creating a positive

image of environmental organizations as environmentalists and condemning the activities that cause environmental damage and is verbalized through self-presentation strategy, manipulative strategy, discrediting strategy and group identification strategy.

3.2. Manipulation in social media (based on newspaper texts about natural disaster)

As three main directions of speech influence, persuasions, suggestions and infections (provocations) are allocated in mass media texts

Persuasion – as an argumentative effect, is associated with the study of argumentation and as a method of transmission that reflects the method of knowledge transfer. In modern linguistics, this category is considered as a component of a discursive situation in which the impact as a belief largely depends on the stereotypical forms of perception of information, established by the pragmatic context. An important feature of persuasion is that you can convince the recipient only if there is an attitude to understand and be aware of the information received. In modern linguistic interpretations, this is used for almost all types of discursive practices.

Suggestiveness (suggestion) is understood as a process of influencing the psyche of the addressee, his feelings and mind associated with a decrease in consciousness, analytical and critical in the perception of the suggested information. Suggestion is realized mainly through the sensory sphere: imagery, emotionality, empathy, evaluation, associativity. Suggestion can act as a specially organized type of communication, the building material for which are verbal and nonverbal means.

Finally, the last type is provocation (infection). This type of influence is based on "showing" and transmitting one's actually experienced or simulated emotions, feelings, and states in order to infect other people and cause them to have a similar inner state. The effect is on the emotional-affective side of the human psyche. The

task of provocation is to evoke in the addressee feelings and states that can weaken his psychological resistance.

All three aspects are actively used in media texts and create a set of manipulative technologies related to manipulative strategies, which include such parameters as the topicality of the media text, potential addressee and methods of representation.

Within the theory of speech impact, the key factor is the addressee (potential audience) and the realization of the author's intention. With regard to the media, the speech impact in this area is indisputably recognized by all researchers, the extreme form of which takes the form of manipulation.

The study analyzes news reports covering three events related to the reflection of the catastrophe discourse: typhoon Haiyan, Hurricane Sandy, and Hurricane Katrina. Their selection is determined by the fact that these catastrophes have the same nature, mechanism of formation, movement and decay, and are tropical cyclones that have reached a certain strength.

Textological analysis of news articles on the topic of catastrophes allows us to present a model for describing the modern information picture of the world as follows: the world is experiencing daily horrifying natural disasters and cataclysms; thousands of people die in armed clashes during political conflicts; innocent people fall victim to terrorists and pirates; the world is constantly threatened by nuclear war; and human rights continue to be violated despite the work of international organizations. Even an inexperienced reader will immediately notice that the predominant number of news texts have a negative theme. If we turn to the analysis of news texts, we can see that the events associated with this topic, in fact, change the thematic blocks as a changed state of social nature.

The distinction between the news texts of the "positive" and "negative" assessment should be constantly taken into account in the analysis. The differential feature will be the dominant theme of the article, which is usually reflected in the title, lead and first paragraphs or super-phrasal units highlighted in the linguistics of the text. For example, reports of natural disasters, wars, demonstrations,

discrimination, etc. obviously relate to negative news, and reports of saving people, reducing unemployment, improving living standards, and progress in any area are positive. The analyzed articles selected for analysis allow us to conclude that "positive" news accounts for 8% of the total.

Further, the analysis is carried out along the line of structural and syntactic components of the structure of the text. First of all, let us turn to the macrostructure of the text, which is understood as a set of articles devoted to one topic. The structure of this complex is built on the principle of an "inverted pyramid".

The headline, lead and first paragraphs set out the main news, and then this news "overgrows" with links to various sources, which in turn can positively or negatively comment on an ongoing event, a decision or even a specific person, and "secondary information". In the last case, it can be a short background history of the event, facts of the biography or life of the previously mentioned person, comparison with the previous situation, etc. As examples, let's consider articles about natural disasters and extreme weather as the least politicized. In these articles, the typology of structural characteristics is most transparent. Let's take a look at each of the components.

1. Heading. Firstly, it is typical for the title of news articles covering the world's events to mention a specific country, which will be discussed in the article. This is due to the fact that the "World" section is very extensive, and despite the fact that it is subdivided into specific regions, they can also include dozens of countries, in addition, a site visitor can quickly see all the main news in the world if he is not interested region-specific, so the name of the country directly in the title of the article simplifies this task. Secondly, the problem outlined in the article should be reflected as briefly as possible in the title. Grammatical tenses are simplified – the present is often used instead of the past.

Examples of headings for articles on disasters:

Fukushima surfer, shop owner alarmed at water release plan, fears 'contaminated sea' [https://www.reuters.com/business/environment/fukushima-surfer-shop-owner-alarmed-water-release-plan-fears-contaminated-sea-2021-04-16/]

One dead, a dozen missing after boat capsizes off Louisiana [https://www.thedailystar.net/us/news/1-dead-dozen-missing-after-boat-capsizes-louisiana-2077793]

Caribbean island tackles water, food shortages after volcano eruption [https://www.usnews.com/news/world/articles/2021-04-13/caribbean-island-tackles-water-food-shortages-after-volcano-eruption]

The headings of articles with dominant "negative" content use vocabulary corresponding to the general negative topic of the article: *kill, victim, warn, nuclear war, seize, refugee, crisis*. However, in the titles of "positive articles" there is no vocabulary that could be attributed to positive topics – it is either neutral *recovery, help*, or with a negative connotation: *hunt, harassment*.

2. Lead. It consists of one complex sentence and is an expanded version of the title. Detailed information means links to a source, topographic information, links to known facts and directly factual information that will be discussed below (*Biggest volcano explosion yet rocks tiny Caribbean island*)

Hot flows of ash, rock fragments and gas tore down the flanks of the La Soufriere volcano on the tiny Caribbean island of Saint Vincent on Monday after its most powerful explosion yet, four days after it first started erupting. The Caribbean Saint Vincent island was hit by another explosive event from the La Soufriere volcano early on Sunday, triggering power cuts and water outages in some areas, while ash clouds began to blanket parts of the island of Barbados.

After decades of inactivity, the volcano erupted on Friday, spewing dark clouds of ash some 10 km (6 miles) into the air and prompting an evacuation of thousands of people on the island. The volcano has continued to rumble and vent ash since then.

On Sunday morning, Saint Vincent's National Emergency Management Organisation (NEMO) said there was a huge power outage after "another explosive

event" at the volcano. However, by 12 p.m. ET (1600 GMT), power had been restored, residents said.

"Explosions and accompanying ashfall, of similar or larger magnitude, are likely to continue to occur over the next few days," the University of the West Indies Seismic Research Centre said on Twitter.) [https://www.reuters.com/world/biggest-volcano-explosion-yet-rocks-tiny-caribbean-island-2021-04-12/].

There is a tendency to use lexical units with a negative coloration in negative news, and neutral and with a negative coloration of lexical units – in positive ones (*blaming, obstructing*) in the lead.

3. The main content of the article is based on the development of a macro theme and repetitions of those headline and lead nominations. The number of paragraphs depends on the total length of the article and varies from 5 to 20. It should be noted that the traditional division of the text into paragraphs has undergone significant changes in the electronic version. Quite often, a paragraph can be represented in one sentence.

In some cases, a quote is provided that is a statement by an important person:

Three others were badly injured in Saturday's magnitude-5.9 quake and more than 1,180 buildings were damaged, most of them slightly, the disaster agency BNPB said. Some houses were flattened, images in Indonesian media showed.

Two shelters for the displaced have been set up in the town of Lumajang.

All of the casualties were reported in 15 districts and cities in East Java, the closest province to the epicentre of the quake, which struck in the Indian Ocean.

"I have ordered ... immediate emergency response to search and find victims under the rubble and to treat the wounded," the president, known by his popular name Jokowi, said in broadcast remarks.

There were no reports of the quake disrupting production facilities, but the BNPB said 150 public facilities were damaged. Most industrial areas in East Java are located in the northern side of the island.

Jokowi noted that as Indonesia straddles the volcanic "Ring of Fire" in the Pacific, natural disasters such as earthquakes could happen anytime, adding that Indonesians should always be prepared.

The Southeast Asian nation was struck last week by tropical cyclone Seroja, which triggered landslides and flash floods killing more than 170 people on islands in East Nusa Tenggara province.

A magnitude-6.2 quake that hit Sulawesi island in January killed more than 100 people [<https://www.reuters.com/article/uk-indonesia-quake-idUKKBN2BY0BI>].

The presentation of an event through assessments presented in direct speech gives the information a touch of reliability of the facts.

The integrity of the units is due to the single macro theme, and the coherence is provided by the syntax of the narrative, that is, the presentation of the event, which resembles a narrative interview, in which the witnesses of the event tell about their impressions:

"We are having a lot of ashfall, and it is hard to breathe sometimes," said Aria Scott, 19, a student living in the capital of Kingstown of Saint Vincent and the Grenadines. "I'm not going outside because I don't want to take the risk."

Monday's explosion at around 4 a.m. local time was the most powerful to date, said Erouscilla Joseph, director at the University of the West Indies Seismic Research Centre, which warned the eruption could cause mudflows as ash was swept into rivers.

"We expect more explosions are possible in the next days to weeks," she said.

Saint Vincent and the Grenadines, where just over 100,000 people live, had not experienced volcanic activity since 1979, when an eruption caused approximately \$100 million in damages. The eruption of La Soufriere – which means "sulfur outlet" in French – in 1902 killed more than 1,000 people.

The Caribbean Disaster Emergency Management Agency said on Monday it estimated around 16,000-20,000 people would be displaced by volcanic activity, with 3,600 currently in shelters and others staying at the homes of relatives and friends.

Neighboring countries, have pledged aid. A navy ship from Venezuela arrived on Monday bringing 20 tonnes of supplies and over 12 trained emergency medical personnel, the government said.

Primary school teaching assistant Clea Westfield, 20, said her family was coping with the water supply outages because they had stocked up ahead of the eruption on Friday but were running low on food after panic buying emptied supermarket shelves over the weekend.

"I am just hoping that the explosions would ease down and get back to normalcy within the next month or so," she said. "When we do get back, there will be a lot of cleaning to do" [https://www.reuters.com/article/uk-caribbean-volcano/biggest-volcano-explosion-yet-rocks-tiny-caribbean-island-idUKKBN2BZ2KC]. – In this example, the event is presented as a story about the event through the vision of the participants in the event, as evidenced by four statements describing one situation.

4. The conclusion can be highlighted in articles that have a framework construction, which repeat the syntactic constructions that are characteristic of the lead in the last paragraph. In the traditional sense, there is no conclusion in a news article. The article ends not with a conclusion, but with a statement that can be qualified as a final lead.

Finance Minister Camillo Gonsalves said the government believes about 20,000 people will be internally displaced for about three to four months.

"Historically, the volcano keeps going intermittently for a couple months," he said. "Most crops on island will be lost, and untold livestock."

Some houses in the island have also collapsed due to the weight of the ash, Gonsalves added.

In the tourist island of Barbados, about 178 km (110 miles) from Saint Vincent, the meteorological services agency said varying intensities of ash were impacting the island. Videos posted on social media showing a thin layer of ash coating cars and even the country's airport, which remains closed

[<https://www.reuters.com/world/power-outages-hit-saint-vincent-island-amid-volcano-tremors-2021-04-11/>].

In some cases, the conclusion is direct speech:

"I felt the earthquake twice, the first time for two seconds and then it stopped, but then it shook again for five seconds," Edo Afizal, a receptionist at a hotel in Blitar, told Reuters by phone [<https://www.swissinfo.ch/eng/indonesia-s-java-hit-by-magnitude-5.9-quake--seven-killed/46534632>].

A further increase in the information space of a news message is due to the introduction of an electronic commentary. At the same time, the text of the news message acts as a stimulus that sets the general theme, and the website of the news agency is seen as a platform for the reader to express an opinion on the matter.

The hyperstructure of news discourse is understood as such a ratio of news chains devoted to the topic of disasters, which can be traced in a number of news articles over a certain period of time. Each of the disasters under consideration is a referent of a set of newspaper texts collected in a single heading and having a common theme. Each of the news messages can function as a separate independent news text, but at the same time it can be viewed as an element of a single thematically determined news continuum.

The nature of the course of a hurricane / typhoon can be described in four stages: 1) an approaching hurricane / typhoon is reported (a forecast is given); 2) hurricane / typhoon directly strikes the coast; 3) rescue operations and rehabilitation of the regions affected by the hurricane / typhoon begin; 4) the consequences of a hurricane / typhoon have to be dealt with after a long time.

The principle of attributing a news message to a particular stage in the course of an event and, accordingly, to an element of structure is based, first of all, on the temporal criterion: the date of appearance of the news message is correlated with the actual time when the disaster occurred. In addition, the semantic component of the news message is taken into account. This criterion is especially relevant for distinguishing between the third and fourth stages: the third stage includes messages

on the immediate actions of rescue services and the conduct of a rescue operation at the scene, saving the lives of victims; to the fourth – how the affected areas return to their usual way of life when nothing threatens people's lives directly.

The specificity of the covered event (natural disaster) determines the number of news messages at each stage: their number at stages 3 and 4 significantly exceeds their number at stages 1 and 2. However, the disproportionate number of news messages does not prevent the identification of linguistic features characteristic of each stage, therefore, the temporal principle is used in the presentation of the material: news messages are sequentially analyzed related to the corresponding stage of the presentation of the event from the forecast of a natural disaster to the consequences in the long term.

Despite some peculiarities characteristic of each of the hurricanes, it is possible to identify general linguistic patterns in the news message of the “Forecasting a natural disaster” stage.

The main topics of news messages related to this stage of coverage of a natural disaster are data on forecasts of meteorologists, the expected severity of the disaster and the measures taken by the government to avoid victims, as well as to provide immediate assistance. For example:

‘The sea is rising, the climate is changing’: the lessons learned from Mozambique’s deadly cyclone.

As another severe tropical storm hits Mozambique, people still struggling to rebuild lives destroyed by 2019’s Cyclone Idai tell their stories [https://www.theguardian.com/world/2021/jan/02/the-sea-is-rising-the-climate-is-changing-the-lessons-learned-from-mozambiques-deadly-cyclone].

The predictive stage of presenting information may also relate to data on the measures taken to prevent a catastrophe. For example:

‘It was a feeling of terror: when will the water stop?’: Britain's flood victims, six months on.

In the weeks before lockdown, thousands had their lives upturned as storms submerged vast areas of the UK. What happened next? [<https://www.theguardian.com/environment/2020/aug/29/when-will-the-water-stop-britain-flood-victims-six-months-on>].

In this message, represented by a statement, the focus of the statement is determined by the information about the number of victims.

In some messages, the information focus is associated with the distribution of structures built along the line of "complex condensation" of information:

Hurricane Laura: storm to bring 'unsurvivable surge' of destruction to US Gulf coast.

This article is more than 7 months old.

Half a million people have been ordered to evacuate as storm is predicted to reach Texas and Louisiana as a category 4 hurricane Wednesday evening [<https://www.theguardian.com/us-news/2020/aug/25/hurricane-laura-texas-louisiana-healthcare-workers-coronavirus>].

In addition, the first stage of coverage of the event is characterized by the presentation of similar disasters in the past, also abundant in statistical information. For example:

Typhoon Goni is barrelling across the Philippines, bringing with it "catastrophic" winds and rain.

At least 10 people have died amid reports of storm surges, flash floods, power outages and blown-off roofs.

Goni made landfall as a super typhoon at Catanduanes island on Sunday at 04:50 local time (19:50 GMT Saturday) packing winds of 225km/h (140mph). The BBC's Howard Johnson in Manila says there is concern for the small town of Virac on Catanduanes island, home to some 70,000, where contact has been lost since Goni made landfall. [<https://www.bbc.com/news/world-asia-54759868>].

A fairly compact presentation of data is carried out by three ascertaining statements that make up a communicative structure with the presentation of information from general to specific.

A number of communicative units of this group are associated with the expression of the emotional and evaluative attitude of the population to the current situation.

In some of the statements of this group, an expression of an emotional attitude to what is happening appears in messages expressed in direct speech:

Seven people, including a five-year-old child in Albay province, are reported to have died; two drowned, another was swept away by volcanic mud and another killed by a falling tree.

"The winds are fierce. We can hear the trees being pummelled. It's very strong," Francia Mae Borrás, 21, told AFP from her home in Albay's coastal city of Legazpi.

In Quezon province, power supplies were cut in 10 towns after the typhoon toppled trees.

Forecasters on Sunday morning had warned of "catastrophic violent winds and intense to torrential rainfall" as Goni made landfall in eastern Luzon.

In this message, represented by a structure built on a cause-and-effect relationship (because) in the form of a message, fear (we are fearful) about talking about an impending natural disaster [<https://www.bbc.com/news/world-asia-54759868>].

This statement presents a call not to panic, unite and survive the disaster. It is built on the logical operation of implication (if) and is addressed to all citizens of the country. A separate group of information messages is made up of statements that highlight the possible consequences in the economic sphere.

The next series of examples is characterized by statements about the actions taken by the government and about the emotional reactions of the participants in the events to these actions. For example:

Relief goods, heavy machinery and personal protective equipment were being moved into areas of need, but a local mayor in Quezon province said the pandemic had depleted their funds for disaster emergencies.

The Red Cross said it had also put emergency response teams, first aid, hygiene kits and other relief supplies in position ahead of the storm's arrival.

"People affected by Typhoon Goni were still reeling from the impacts of three previous cyclones that came in October," said Robert Kaufman of the International Federation of Red Cross and Red Crescent in the Philippines.

"The Red Cross is ensuring that their urgent needs are supported amid the challenges posed by the Covid-19 pandemic." [<https://media.ifrc.org/ifrc/press-release/philippine-red-cross-teams-provide-urgent-assistance-super-typhoon-hits/>].

Thus, the main semantic components of the first stage of presenting the event "Forecast of a natural disaster" are:

- 1) the strength of the expected typhoon / hurricane;
- 2) an indication of the area of distribution;
- 3) comparison with other typhoons / hurricanes that have hit the country in the past;
- 4) an emotionally expressive attitude to what is happening;
- 5) assessment of possible damage;
- 6) measures taken by authorized structures to prevent loss of lives and large-scale destructions.

This kind of factual information is present in the forecast of all three analyzed disasters, which allows us to conclude that it is the main one for the first stage.

Due to the fact that the material of this study is the electronic version of the newspaper The Guardian, we note a characteristic feature of electronic news discourse in general, which is also observed in the studied texts, namely the presence of hyperlinks in the text of news articles. It can be noted that the current trend is an increase in the number of hyperlinks in the text of news articles.

News messages about Typhoon Haiyan have a large number of hyperlinks to other sites where information about the typhoon can be found. Hyperlinks are single words, phrases or sentence fragments highlighted in color and underlined.

For example: *bearing down, satellite photo, a lower pressure pressure of 902mb, across a wide area, top echelon for hurricanes, never seen anything like Haiyan* – links to news messages from other information sources. *Philippines* – a link to the corresponding section of The Guardian. *Hurricane Katrina, SaffirSimpson, stronger winds at landfall, New York City metropolitan area* [https://www.nhc.noaa.gov/archive/2005/pub/al122005.public_a.026.shtml].

The tendency to include hyperlinks in news messages to websites of other sources, along with other news messages and sections of The Guardian's website, suggests intertextuality in the broadest sense of the term. The totality of all texts, references to which are present in this text, form a single discursive space and facilitate the recipient of this text to access additional information. Earlier news messages covering Katrina and Sandy have fewer hyperlinks.

Information about quantitative data is very persuasive, therefore, as you can already see in the examples above, news messages are replete with different types of quantitative data, which depend on the semantic block. For example, the main characteristics of a typhoon or hurricane are its category, wind speed, amount of precipitation, wave height, etc. These statistics are entered by various syntactic constructs.

Iota becomes the first Category 5 of the record-breaking 2020 Atlantic hurricane season, now heads for catastrophic landfall in Nicaragua tonight [<https://www.pinterest.com/pin/819162619718845735/>].

In this statement, the fragment *hurricane of category five intensity* is highlighted by using the additional characteristic as only the fourth, thus emphasizing that the fifth category is very strong and such strong hurricanes do not happen often, which makes this hurricane exceptional. Also, the idea of exclusivity is conveyed in the following statement:

Hurricane Irma has become one of the strongest Atlantic hurricanes in recorded history; the rare Category 5 storm's monstrous winds are currently whipping at 185 mph (298 km/h) near its core as it barrels toward the Leeward Islands, Puerto Rico and possibly Florida.

Only four other Atlantic storms have been known to achieve such strength, according to Phil Klotzbach, a hurricane expert at Colorado State University: an unnamed Labor Day storm, in 1935; Allen, in 1980; Gilbert, in 1988; and Wilma in 2005. [https://www.livescience.com/60316-hurricane-irma-why-category-5-storms-are-rare.html].

The addition of the adjective rare is used to indicate that hurricanes of this magnitude do not happen often, and thus makes the hurricane stand out, which in turn explains the concern of the insurance companies, implicitly expressed in the second part of the statement: if the hurricane is extremely strong, then the damage from it will also be exceptionally large.

The same emphasis occurs in the following example:

... waves as high as five metres... [https://www.livescience.com/60316-hurricane-irma-why-category-5-storms-are-rare.html].

In this example, the height of the waves is used as a quantitative indicator, which is emphasized by the comparative emphatic construction *as high as*.

Comparative constructs used when entering statistical data, as a rule, emphasize the fact that an approaching hurricane / typhoon will be stronger than the previous one or others in history.

Thus, entering quantitative data and describing the characteristics of the hurricane / typhoon highlight this fragment of the statement. So, on the one hand, the actual statistical data testify to the uniqueness of the approaching natural disaster, on the other hand, the linguistic means used in their input make the statement expressive.

News messages are built along the line of stating communication units, in which the focus of the statement is, first of all, quantitative data about the victims, damage and categorization of the hurricane.

Similar to Typhoon Haiyan, this news report covering Hurricane Sandy refers to the death toll (eleven in Cuba, nine in Haiti, one in Jamaica), the strength of the hurricane (Category 2), and the affected areas (eastern provinces Santiago and Guantanamo in Cuba). The main concern about Hurricane Katrina was the flooding of New Orleans, as the city is below the sea level. That's what happened: as soon as the hurricane hit New Orleans, the water level began to rise rapidly and the city was completely flooded.

Thus, at the stage "the course of a natural disaster", the informational focus of a news article is the strength of the typhoon / hurricane when it reached the coast and the areas it hit, as well as the initial data on the dead and injured, general information about the destruction.

The information potential of the news article of this stage consists of the fastest possible provision of the first data on the number of deaths and destruction. But at this stage, the information appears only about the first victims:

The hurricane left 78 people dead as it passed through the Caribbean and headed north. [https://www.theguardian.com/world/2012/oct/26/hurricanes-sandy-41-dead-emergency].

Messages of this kind are usually ascertaining statements based on the temporal connection of the two parts of the statement, explicitly expressed by the union *as*, although from this statement it is also possible to draw a conclusion about the local connection: 78 people died in the Caribbean, and later more victims are possible (*headed north* – the USA is in the north, where the hurricane is predicted). The construction of the following type is typical for this stage:

The strongest winds on record for an Atlantic hurricane were the 190-mph (306 km/h) winds of Allen in 1980, according to Klotzbach. It's possible Irma could meet or top that record, he told Live Science in an email. The most recent Category 5 hurricane in the Atlantic basin was Matthew, last year. But Matthew was the first Category 5 storm in the basin since Hurricanes Dean and Felix in 2007, showing how long the region can go without seeing such a storm.

"From year to year, the ocean and the atmosphere aren't always going to be able to allow everything to happen," McNoldy said.

It is even rarer for a hurricane to make landfall as a Category 5 storm, as Matthew, which weakened before landfall, shows. The last Category 5 storm to hit the U.S. was Andrew, in 1992, which flattened parts of South Florida [https://www.livescience.com/60316-hurricane-irma-why-category-5-storms-are-rare.html].

The "Short Term Consequences of a Disaster" stage includes news articles that appeared during the rescue operation. Elimination of the consequences of a natural disaster and the rescue of victims requires prompt and coordinated action. In the case of Typhoon Haiyan, the rescue operation was complicated by the inaccessibility of many regions affected by this natural disaster, as well as the need for assistance from other countries.

As for Hurricane Sandy, its consequences were not so disastrous and rescue services were mobilized, but the hurricane happened against the backdrop of the election campaigns of Barack Obama and Mitt Romney and greatly influenced their course. Hurricane Katrina flooded most of New Orleans, rescuers removed survivors from rooftops, but there were delays in the rescue operation. President George W. Bush was accused of this later.

Despite some peculiarities of each of the rescue operations, the analyzed news articles are homogeneous material and allow us to note a number of linguistic patterns.

The analyzed material makes it possible to single out a number of information focuses at the stage of short-term consequences. Due to the fact that the reader's interest in what happened has not yet disappeared and there is an opportunity to receive up-to-date information, new details and updated data constantly appear.

After the scale of the destruction became approximately clear, it is assumed that the death toll could reach ten thousand. Since this information has not been officially confirmed, an indirect reference to the source is used. In news reports of

this stage, factual data can be presented both on behalf of the authorities and official sources, and on behalf of eyewitnesses, describing personal experience:

The Philippines is used to powerful storms – it is hit by an average of 20 storms and typhoons a year and lost 22 people when Typhoon Molave barrelled through the same region last week.

But this year preparations have been complicated by the Covid-19 virus, which has already caused 380,739 infections and led to 7,221 deaths in the Philippines.

Some 347,000 people were evacuated, civil defence chief Ricardo Jalad said – revising down the one million figure he mentioned ahead of the storm. [https://www.bbc.com/news/world-asia-54759868].

Thus, when an eyewitness describes the details of what is happening, the reader has the opportunity to present a picture of what happened many thousands of kilometers away and which he has never witnessed in his life, in other words, a "presence effect" is created. The brighter and more authentic the participants describe their experience, the more effective it will influence on the reader. The author has the opportunity to include only those citations in which he sees the greatest expressive potential in the text of his article. Usually, the words of eyewitnesses that make up the quotations are given in the second part of the article after the presentation of the main facts and statements of authority figures confirming the veracity of these facts.

Conclusion to Chapter 3

The textual analysis of contemporary British news discourse on natural disasters is based on those factors that lead to the conclusion about the priority of negative information. A news article is built on the principle of an "inverted pyramid", reflecting the decrease in information from the beginning of the text to its end. The headline, lead and first paragraphs set out the main news, followed by links to sources, positive or negative comments about an ongoing event, and information

about the decision or other "secondary information". The conclusion is an optional element of the article structure.

Each news message can function as a separate independent news text and as an element of a single thematically determined news continuum. Analysis of the course of a hurricane / typhoon as a referent / allowed us to identify the main stages of the development of events, which are reconstructed in the following conceptual event models: forecast of a natural disaster; direct occurrence of a natural disaster; short-term consequences.

CONCLUSION

Summarizing the study, the following conclusions can be drawn:

In the theoretical part of the work the linguistic manipulation was investigated, definitions and its types were given. Manipulation is a linguistic term that has a lot of creative features. It is primarily relevant in the context of the theory of language manipulation. The broad and incompletely clear semantic field of the term "manipulation" includes such basic elements as the latent (not clear to the listener) nature of the impact and the "negative" intention of the speaker. The manipulative functions of discourse create an invisible, hidden layer of linguistic data, which is difficult to separate from purely informational content.

It was found that in a broad sense, language manipulation is any speech interaction that is considered from the point of view of its motivation and is implemented by the object and subject of communication. In turn, the subject of communication regulates the behavior of his interlocutor with the help of speech. He encourages him to start, perform or change any action when the need arises. The speaker can also stimulate correct non-verbal or verbal action, or be influenced to shape the perceptual and emotional effects the speaker needs. As a solution, such measures are taken as the behavior on the part of the listener to which the speaker aspired.

The tactics and strategies of manipulation were analyzed. It is noted that each tactic is designed to express a certain communicative intention of the speaker. Each specific communication tactic is used to assess changes in behavior in accordance with the speaker's intentions in the speech situation.

In the second chapter of the research the characteristic of ecological discourse was given. Ecolinguistics as an emerging research field was studied.

The reason for the emergence of ecolinguistics is partly as a result of advances in human ecology where interconnections and interdependencies between all kinds of systems (including economic systems, social systems, religious systems, cultural

systems, linguistic systems, and ecosystems). Eco-linguistic is a study that reflects the nature of ecology in biological studies, in which the interaction between cultural environment and language is seen as the core: it is also called the linguistic ecology, the language ecology, and sometimes green linguistics. Ecolinguistics tries to explore linguistic phenomena found in inter-human, inter-language and humannature relationships from the perspective of ecological philosophy.

The peculiarities of discourse analysis in ecolinguistics were also described. The study of eco-linguistic has parameters of interrelationships (language and environment interrelations), environment and Haugen's diversity (diversity of language and environment).

The last chapter is devoted to the research of the manipulation strategies in the ecological internet discourse. Manipulative communicative strategies and tactics employed by international governmental organizations were analyzed. The research material is presented by fragments of English-language environmental discourse from the official websites of international non-governmental environmental organizations.

The analysis showed that the addressee's pragmatic intentions on the home pages of the official websites of international non-governmental environmental organizations were achieved through several communication strategies: self-presentation strategies, manipulative strategies, discrediting strategies and group identification strategies.

The pragmatic potential is aimed at creating a positive image of environmental organizations as environmentalists and to condemn activities that harm the environment and verbalize through a strategy of self-presentation, manipulative strategy, discrediting strategy and group identification strategy.

As the three main directions of speech influence in the texts of the media, it distinguishes beliefs, suggestions and infection (provocations). The analysis was carried out along the line of structural and syntactic components of the structure of the text. The macrostructure of the text, which is understood as a complex of articles devoted to one topic, was considered first of all. It was determined that the structure of this complex is built on the principle of an "inverted pyramid".

During the study, it was found that each news message from the disaster discourse can function as a separate independent news text and as an element of a single thematically determined news continuum. The aggregate of news reports on one topic, published in the newspaper over a fairly long period of time, made it possible to single out the "hyperstructure" of the news text. A model of the development of an event in which agency is attributed to nature.

In the course of the analysis, many expressive constructions (lexical repetition, split structures, parcells, etc.) and stylistic techniques (anadiplosis, hyperbole, comparison, metaphor, etc.) were identified, which also participate in creating an expressive perspective of a news text. The highlighted expressive methods of presenting information allow us to make about the potential of the influencing force of the news discourse and the vector of impact that the news text has.

SUMMARY

Мовний вплив на суспільну свідомість може проявлятися у відкритій і прихованій формі. Найпопулярнішим та найефективнішим видом прихованого впливу на суспільну свідомість є лінгвістичні маніпуляції.

Стратегії мовленнєвої поведінки охоплюють всю сферу механізмів, що лежать в основі змісту міжкультурної комунікації, де ключовою метою є досягнення конкретних довгострокових результатів. Мовленнєві стратегії передбачають планування процесу спілкування залежно від конкретної комунікативної обстановки та особистих особливостей спілкуються суб'єктів, а також реалізацію розробленого плану. Іншими словами, мовленнєва стратегія – це в основному комплекс мовленнєвих дій, спрямованих на досягнення комунікативних цілей.

Маніпуляція – це прагматичний аспект, який досягає своїх цілей без явного виявлення комунікативних намірів: комунікант обирає форму висловлювання, позбавлену прямих сигналів про його наміри. Особливо чітко це можна спостерігати, аналізуючи матеріал екологічної тематики.

Об'єктом дослідження є екологічний дискурс.

Предметом дослідження є особливості англійської мови в техніках маніпуляції в екологічному дискурсі.

Основною метою роботи є вивчення особливостей англійської мови в техніках маніпуляції в екологічному дискурсі.

Новизна дослідження полягає у тому, що в роботі вперше було детально проаналізовано маніпулятивні комунікативні стратегії та тактики, що застосовуються міжнародною неурядовою організацією та маніпуляції в соціальних мережах (на прикладах газетних текстів про стихійне лихо).

Робота складається зі вступу, трьох розділів, висновків до розділів, загальних висновків, списку бібліографії та використаних джерел.

У вступі пояснюється вибір даної теми.

У теоретичній частині роботи досліджено лінгвістичні маніпуляції, дано визначення та їх типи. Маніпуляція – це лінгвістичний термін з великим потенціалом, який є насамперед актуальним у рамках теорії лінгвістичних маніпуляцій. Широка семантична сфера терміну «маніпуляція» включає такі ключові елементи, як «негативний» намір мовця та прихований (не очевидний для слухача) характер впливу. Маніпулятивні функції дискурсу створюють прихований, замаскований шар мовних даних, який непросто відокремити від суто інформаційного змісту.

Під час проведення дослідження було виявлено, що мовна маніпуляція в широкому розумінні – це будь-яка словесна взаємодія, розглянута з точки зору її мотивації та реалізована суб'єктом та об'єктом спілкування. Суб'єкт спілкування регулює поведінку свого співрозмовника за допомогою мовлення, стимулюючи його починати, змінювати або виконувати дію, коли виникає потреба. Мовець може або стимулювати правильну чутливу вербальну чи невербальну дію, або здійснювати непрямий вплив, щоб формувати певні емоції та сприйняття, необхідні мовцю. Зрештою, ці сприйняття повинні організувати таку поведінку слухача, на яку розраховує адресант.

Проаналізовано стратегії та тактики маніпуляцій. Кожна конкретна тактика, що покликана виражати конкретний комунікативний намір мовця, реалізується для модифікації параметрів взаємодії за задумом мовця, зміни оцінок та переформування всієї мовної ситуації.

У другому розділі дослідження була дана характеристика екологічного дискурсу, вивчалася еколінгвістика як нова галузь досліджень.

Причина появи еколінгвістики частково є результатом прогресу в екології, де взаємозв'язки та взаємозалежності між усіма видами систем (включаючи економічні системи, соціальні системи, релігійні системи, культурні системи, мовні системи та екосистеми). Еколінгвістичне дослідження – це дослідження, що відображає природу екології в біологічних дослідженнях, в яких взаємодія між мовою та культурним середовищем розглядається як стрижень: його також називають мовною екологією, лінгвістичною екологією

та інколи зеленою лінгвістикою. Еколінгвістика прагне дослідити мовні явища, виявлені в міжмовних, міжлюдських та людських відносинах, з точки зору екологічної філософії.

Також були описані особливості дискурсного аналізу в еколінгвістиці. Вивчення еколінгвістики має параметри взаємозв'язків (взаємозв'язок мови та навколишнього середовища), середовища та різноманітності Хаугена (різноманітність мови та середовища).

Останній розділ присвячений дослідженню маніпуляційних стратегій в екологічному Інтернет-дискурсі. Проаналізовано маніпулятивні комунікативні стратегії та тактики, що застосовуються міжнародними урядовими організаціями. Матеріал дослідження представлений фрагментами англomовного екологічного дискурсу з офіційних веб-сайтів міжнародних неурядових екологічних організацій.

Аналіз показав, що прагматичні наміри адресата на домашніх сторінках офіційних веб-сайтів міжнародних неурядових екологічних організацій були досягнуті за допомогою декількох комунікаційних стратегій: стратегій самопрезентації, маніпулятивних стратегій, стратегій дискредитації та ідентифікації груп.

Прагматичний потенціал спрямований на створення позитивного іміджу екологічних організацій як екологів та засудження діяльності, що завдає шкоди навколишньому середовищу та вербалізується через стратегію самопрезентації, маніпулятивну стратегію, стратегію дискредитації та стратегію ідентифікації груп.

В роботі було наведено багато прикладів використання тактик і стратегій. Наприклад, екологічна організація Фонду екологічної оборони, розповідаючи про свою діяльність, починає з року свого заснування: *Launched in 2008*. Аналіз цих фрагментів дозволяє зробити висновок, що стратегія оптимальної самопрезентації успішно поєднує позитивно позначену лексику оцінки, ступені порівняння та квантори, завдання яких – продемонструвати вік та масштаби природоохоронної організації, що посилює бажаний ефект на одержувач.

Під час аналізу фактичного матеріалу було виявлено, що на веб-сайтах екологічних організацій тактика наклеювання ярликів застосовується до великих компаній, урядів та окремих політиків. Найбільші світові компанії називаються *polluters* (забруднювачами). Це пояснюється тим, що шкода для довкілля від їх виробництва в світі є наймасштабнішою.

Іншим способом реалізації стратегії оптимальної самопрезентації є зосередження уваги на емоційній сфері реципієнта: *sacrifice the environment* (жертвувати довкіллям). Головним мотивом стратегії позитивної самопрезентації є не лише самореклама, а й стурбованість екологічними проблемами та бажанням їх вирішення, і, як результат, залученням реципієнта до цього процесу.

Аналіз основних напрямків мовного впливу в текстах ЗМІ проводився за схемою структурних та синтаксичних компонентів структури тексту. Насамперед розглядалася макроструктура тексту, яка розуміється як комплекс статей, присвячених одній темі. Було визначено, що структура цього комплексу побудована за принципом «перевернутої піраміди».

Проведене дослідження дало можливість зробити висновок, що кожне повідомлення новин з дискурсу катастрофи може функціонувати як окремий незалежний текст новин і як елемент єдиного тематично визначеного континууму новин. Сукупність новинних повідомлень на одну тему, опублікованих в аналізованому матеріалі, протягом досить тривалого періоду часу, дозволила виділити «гіперструктуру» тексту новин. Модель розвитку події, в якій агентство приписується природі.

Аналіз перебігу стихійних явищ дозволив визначити основні етапи розвитку подій, які реконструюються за такими концептуальними моделями подій: прогноз стихійного лиха; безпосереднє виникнення стихійного лиха; короткочасні наслідки.

Проведене дослідження може бути використане як рекомендація для створення майбутніх новин з екологічної тематики з використанням вивчених

тактик та стратегій для впливу на реципієнта. Також, дане дослідження може використовуватися при написанні робіт вищих ступенів з подібної тематики.

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