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Bachelor's paper

«COVID 19 PANDEMIC AND MANIPULATION TECHNOLOGIES»

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‘English Studies and Translation
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Field of science: 03 “Humanities”

Specialty: 035 “Philology”

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Допущено до захисту»

Протокол засідання кафедри англійської філології

та міжкультурної комунікації

Протокол № 10 від 29.05.2023

Зав. кафедри _____ д. філол. н., проф. Алла БЄЛОВА

KYIV 2023

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INTRODUCTION

Recently, the interest of scientists in the phenomenon of manipulation is determined by a number of factors, among which the growth of mutual influence and interaction between modern humanitarian sciences is decisive. Shifting the focus of linguistic research made it possible to study manipulation in depth, taking into account a number of extralingual factors that directly affect communication. In linguistics, the study of manipulation is closely related to the problem of communication effectiveness, speech influence on the addressee, and the study of communicative strategies that are used to more effectively influence the recipient. Speech influence, which constitutes the communicative and psychological essence of manipulation, aims at changes in the socio-psychological structure of society or at the stimulation of direct social actions through the influence on the psyche of members of a certain social group or society as a whole.

On the other hand, as a result of the widespread use of the latest information technologies, the modern perception of the world by man is changing. Over the millennia, and especially in recent centuries, the means of social management in society have evolved and improved. Modern mass media have created fundamentally new opportunities for this, which has led to more efficient use of information. In the 20th century, a real revolution took place in the methods of social management. Nowadays, mass media, holding the monopoly right to inform the population, have the opportunity to directly influence people's consciousness and shape their attitude to the events taking place in the world. Most often, for this, they use various strategies of speech influence, which are implemented with the help of specific language techniques.

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

Influence in the process of communication is carried out at the level of human consciousness, with the help of psychological attitudes, which are combined with linguistic means.

The influence can be both direct and hidden. The most common types of influence are: persuasion, suggestion, contagion and imitation.

The following types are also distinguished: social influence, expression of will, emotional influence, explanation and informing.

Two basic psychological attitudes in communication are actualization and manipulation, which respectively represent a positive and negative influence on the interlocutor. These concepts are closely related to the theories of speech acts, which classify influences in communication according to the communicative goal of the addressee

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

The issue of manipulative influence is traditional for representatives of various sciences: sociology, linguistics, psychology, journalism, philosophy. The works of the following foreign scientists can be distinguished: J. Baudrillard, O. Boyd-Barrett, P. Bourdieu, M. Vyzhlakov, M. McLuhan, M. Palmer, V. Sapunov, M. Smirnov. The theoretical basis of the study were conceptual works on online journalism, namely the works of N. Zrazhevskaya, V. Ivanov, S. Kara-Murza, R. Craig, B. Potyatynyk, V. Rizuna, M. Chabanenko.

The purpose of the work - to determine the main mechanisms of manipulative influence in media discourse on the example of manipulation of Covid-19.

According to the purpose we define the following tasks:

to analyze the main theoretical works on the mechanism of manipulative influence;

outline the concept of "manipulative influence";

analyze the trend processes that can be traced in media discourse on the example of manipulation effect of Covid-19.

Object of research: manipulation strategies of Covid-19.

Subject of research: the mechanisms used to first attract the attention of the recipient, and then - to manipulate the consciousness of a large audience.

Research methods. To realize the purpose and objectives of the thesis were used general and special methods, in particular: historical - to study the state of study of the problem; analytical-synthetic, comparative - to identify on the basis of the collected empirical material trends in the field of manipulative technologies; inductive - to generalize and systematize the conclusions; linguistic methods are used to study language, speech products and speech activity; the method of contextual analysis is mainly a method of analysis of lexical semantics; the method of component analysis is a method of linguistic analysis of lexical units, which consists in decomposing the lexical meaning into minimal semantic components (sems) and in representing the lexical meaning as a seminal structure.

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

Work structure. The work consists of an introduction, two chapters, conclusions, bibliography .

CHAPTER 1. MASS MEDIA DISCOURSE AS A SPACE FOR MIND MANIPULATION

1.1. Approaches to media discourse in Linguistics

The concept of discourse is one of the most controversial and discussed issues in modern linguistics. There is a large number of works by domestic and foreign scientists who have shown interest in studying this concept [23, p.83 – 90]. In the sense of "reasoning", "dialogue", this concept has existed for more than two thousand years, but as a linguistic phenomenon, this phenomenon became more widely used in the 1950s. [37, p.74].

For the first time, the term discourse was introduced by Y. Habermas, who believed that discourse is a type of speech communication that involves a rational, critical consideration of values, norms and rules of social life [18, p.44]. According to the Dutch researcher T. van Dijk, discourse is a complex communicative phenomenon that contains information about the participants of communication, the social context, knowledge of the process of formation and perception of texts. Thus, discourse combines social requirements with linguistic ones, which is why it is considered a sociolinguistic phenomenon [42, p. 312].

According to the definition of N. Arutyunova, discourse is "a coherent text in combination with extralinguistic, sociocultural, pragmatic, psychological factors; this is a text taken in the aspect of events; speech, considered as a purposeful social phenomenon, action as a component that takes part in the interaction between people and the mechanisms of their consciousness. Discourse is speech immersed in life" [4, p.57].

There are several approaches to its definition: The main approaches to the study of discourse are presented in work "Speech Discourse, Speech Activity" by O.S. Kubriakova. She divides it into three main approaches:

1. The structural-stylistic approach is classified by the organization of spoken language, which is characterized by the presence of associative connections, not

entirely logical division into parts, situationality, contextuality, and stylistic specificity [30, p.25].

2. Structural and syntactic approach. Here it means several propositions connected by a semantic connection. One of the main features of discourse is connectivity [30, p.25].

3. Socio-pragmatic approach. According to this approach, the text is a part of the communicative situation or a socially, ideologically limited type of utterances, but reflected in the form of a certain social given that has its own texts [30, p.25].

In his studies, D. Shifrin cites three main approaches to classifying the concept of discourse:

1. The first approach (based on the principles of formally or structurally oriented linguistics, two or more sentences connected by content [23, p.83-90].

2. The second approach defines discourse from the point of view of the functional aspect as "any use of language." This approach determines the conditioning of the analysis of discourse functions by the study of language functions in a broad sociocultural context [23, p.83-90].

3. The third approach characterizes discourse as an utterance, emphasizes the relationship between form and function. Thus, discourse is not an isolated set of sentences, but a whole structure of functionally organized, contextualized units of language use [23, p.83-90].

M. Stubbs singles out formal, functional and situational interpretation as the main coordinates that should be taken into account when classifying discourse [26, p.189].

1. If considered formally, discourse is a unit of language, which is larger in volume than a sentence.

2. Speaking about the content of discourse, it is closely related to the use of language in a social context.

3. By its structure, discourse is interactive, that is, dialogic [26, p.189].

As noted by V.I. Karasyk, all types of discourse can be divided into personally oriented and status-oriented discourse. According to this approach, communication participants must convey certain information to the addressee and understand it as a person [26, p.239].

Personality-oriented discourse is inherent in two main spheres of communication - everyday and essential. [26, p.239].

Considering the fact that scientists suggest a huge number of different classifications, V.V. Krasnykh singles out only national discourses: Ukrainian, English, Spanish, etc. According to the scientist, the above-mentioned types are not separate types, but rather certain modifications from the above, "adapted" according to the sphere in which they function [4, p.114].

Mass media discourse also performs a number of functions. Among them, the following can be distinguished:

- 1) informative
- 2) entertaining
- 3) regulatory (which combines an ideological function, a function of manipulating consciousness)
- 4) entertaining
- 5) phatic (which establishes a connection between the publisher and the audience)
- 6) advertising [42, p.22-23].

It is difficult to single out which of all functions prevails, but it is clear that the main concept of this discourse is "information". It is largely presented in various contexts - "satisfaction of information needs", "human right to receive objective information", "information society", etc. [4, p.25].

Communication with the help of new forms prompted scientists to expand the problems of linguistic pragmatics. Studies of the functioning of language in the field of mass communication have become the object of a separate scientific branch - media linguistics [10, p. 34].

At the same time, the researchers demarcate, although interrelated, but not interchangeable concepts of this pragmatic approach of linguistics: mass communication, which, on the one hand, is the process of transmitting information [26, p. 15], and on the other hand, - mass media - as a communicative, productive worldview resource that meets the ideological, emotional and subconscious expectations of the audience [15, p. 22].

The main forms of existence of the mass media language as "the entire corpus of texts that are created and distributed by means of mass information" [10, p. 18], there is media discourse and media text [13, p. 48].

Media text as a unit of media discourse and as a term has been actively used since the 90s of the 20th century in English-language literature [37, p.23].

Secondly, the modern media text quickly reflects changes in the language system at all its levels, "using the signs of any semiotic systems - graphic, sound, etc." [15, p. 154].

Thirdly, the media text functions socially as an object of mass communication, which forms nationally specific of the world [5, p.5].

In our research, media discourse is defined as a product and form of social-public communication between the author-journalist and the reader, which is characterized by the ability to provide the reader with an appropriate analysis of objects, facts, phenomena of reality, which is based on pragmatism, special knowledge, which the journalist presents in a form that is understandable to the reader with the use of such language means that "correspond to the language system in combination with the acquired meanings and which are perceived by its speakers as a model of communication in a certain period of the development of language and society" [12, p. 69–70].

Researchers of the problem of the relationship between media text and media discourse take into account a number of positive characteristics: product - process, static - dynamism [21, p.230].

In view of the above, media discourse in accordance with the dissemination of socially important information is considered as "a dynamic formation that helps to organize the chaotic flow of information" [30, p. 53].

Media discourse is a reality created by means of mass communication. Media discourse is connected primarily with the recognition of the main role of mass media in the current linguistic and social existence of people [18, p. 121].

The concept of media discourse is a set of processes and products of speech activity in the field of mass communication in all the variety and complexity of their interaction [12, p. 153].

The specificity of media discourse is determined by modern mass media, which are an integral part of all social processes. On the one hand, the reality created by means of mass communication implies the mandatory permanent stay of the author (the sender of the message) in the place where the event takes place at a specific moment in time [32, p. 223], and on the other hand, it is the mass media that create and spread ideal plans for new types of activity, behavior, communication, and all forms of human existence [10, p.20].

The main features of media discourse are the performance of a communicative function by means of mass information mediating the production, storage and distribution of socially important information [19, p. 15], sensitivity to the socio-cultural, ideological and ideological context and openness [13, p. 50].

Since mass communication is a process of exchange and dissemination of information between all subjects of society, the purpose of which is the formation of social and public opinion regarding a socially important fragment of human life, then from the standpoint of a socially determined process, mass communication exerts an influence on its audience (the recipient of the message) according to with the help of substantive and evaluative information coming from various means and channels [17, p. 34].

Media discourse is aimed at shaping current public opinion. At the same time, the mass media's orientation to the evaluative nomination is considered in the context of the struggle for the basic values of the audience in the processes of marking reality [32, p. 175].

Since the selection of events from the entire diversity of the information flow takes place on the basis of the system of value orientations of society, forming its order [24, p. 17–18], then the nature of the selection, presentation of the material and its significance are determined by the social position of the mass media and the specificity of the target audience [1, p. 18].

At the same time, given that the recipient of a mass media message is a mass audience, the media text must be understandable to the mass consumer, which, in turn, is achieved thanks to the open position of the author [15, p. 25].

The current state of the media discourse expands communicative information ways, which contributes to the growth of the readership quantitatively and enables a faster response to changes in the life of a person and society. Media discourse covers a wide audience, where the author's position is presented through the use of ready-made clichés, language turns, speech stereotypes, as well as new techniques, forms not established in the language, including lexical innovations, which are used in the process of marking new spheres of reality when the language does not there is a corresponding nomination or when a direct nomination does not meet the requirements of communication [26, p. 10].

In accordance with the socio-functional load, the implementation of media discourse on the designation of referents of various spheres of life of a modern person, which correspond to historically established communicative spheres, takes place on the basis of household and industrial communications and is typified into economic, political, scientific, educational, legal, sports, etc. [12, p. 6].

The types of media discourse distinguished in this way acquire corresponding stylistic, functional and pragmatic features.

The basis of the classification of media discourse according to the methods of mass media functioning is the analysis of printed publications, illustrated by the following types: the discourse of "quality press" ("Quality press", which was first used in a scientific context by John Merrill [5, p. 34]) and which is understood as created for the educated readership of the newspaper, the materials of which are characterized by the maximum objectivity and balanced position of the authors [15, p. 94]; the discourse of the popular press (with its varieties of the "yellow press" and glossy magazines) and the discourse of specialized scientific and scientifically popular publications [22, p. 58]. So, media discourse from the standpoint of the set of processes and products of speech activity in the field of mass communication is determined by the main features, in particular, sensitivity to the socio-cultural, ideological context, openness, communicative function and channel of implementation.

1.2. Mind manipulation and media discourse

Disciplines that include the phenomenon of manipulation in their scope of research use a number of concepts that reflect various aspects of manipulative influence. There are few general scientific concepts that reflect a generalized scheme, model or mechanism of such a phenomenon as the hidden psychological compulsion of an individual and have sufficient scientific justification. First of all, they include manipulative influence (manipulation, manipulation), psychological games and reflexive management.

Concepts, specific forms, classifications and mechanisms of psychological games are considered in the most detail by E. Bern within his conceptual approach to interpersonal interaction [24, p.12].

The concept of "reflexive management" reflects the general approach to managing the enemy in the conflict with the use of various techniques of hidden coercion and the use of the reflection mechanism. That is, any manipulations and acts of manipulative influence act as constituent elements of the reflexive management process.

Manipulation is the most universal concept that reflects the mechanisms of hidden psychological influence. It has two main meanings - direct and figurative, metaphorical. Recently, the figurative meaning of manipulation has become the main content of this concept and is attracting more and more attention of researchers. In its figurative meaning, it has a rather high differentiation, that is, we can talk about a system of concepts for which manipulation is a generic concept. The system of these concepts includes manipulative influence, psychological manipulation, manipulation (especially in politics; manipulation of public opinion, public consciousness, etc.), interpersonal manipulation, socio-political manipulation, etc. [25, p. 68–71].

The word "manipulation" is rooted in the Latin word "manus" - hand. In the English dictionary (Collins English Dictionary), it is interpreted as masterful handling of an object (person), especially for the purpose of controlling or influencing CED. This is where the modern figurative meaning of the word comes from - masterful handling of people as objects.

E. L. Dotsenko, after reviewing the works devoted to the consideration of the use of manipulation, the effects of manipulating behavior, the art of manipulation, protection against it, etc., and analyzing the definition of manipulation, singled out seven groups of signs, in each of which a generalized criterion of the concept is singled out:

- 1) psychological influence;
- 2) the manipulator's attitude towards another person as a means of achieving their own goals;
- 3) the desire to obtain a one-sided gain;
- 4) the hidden nature of the influence (both the fact of influence and its direction);
- 5) use of (psychological) strength, playing on weaknesses;
- 6) inducement, motivational contribution (formation of “artificial” needs and motives for changing behavior in the interests of the initiator of manipulative influence) and
- 7) skill in performing manipulative actions [11, p. 58].

On the basis of highlighting the main features, E. L. Dotsenko offers the following definition of this concept: "Manipulation is a type of psychological influence in which the skills of the manipulator are used to covertly plant in the psyche of the addressee goals, desires, intentions, attitudes or attitudes that do not coincide with those, which the addressee currently has" [11, p. 60].

From a linguistic point of view, manipulation should be considered the use of linguistic means, which often enter into active interaction with paralinguistic means. Aimed at exerting a psychological influence on the addressee, whose purpose is the hidden rooting of certain attitudes and attitudes in the addressee's psyche.

In the case of political manipulation, the will of the minority is imposed on the majority through specific language techniques that hide its true intentions. In general, the application of political manipulation strategies involves the following points:

impact on the pain points of public consciousness, which generates fear, anxiety, hatred, etc.;

the implementation of certain ideas and hidden goals, the achievement of which the communicator associates with the support of his position, carried out with the help of public opinion [27, p. 12].

There are simple "one-act" manipulations or acts of manipulative influence, as well as complex ones that can be conventionally labeled as manipulative games. Their characteristic features are not only that the process of manipulation can be stretched over time and constitute a multi-step, step-by-step strategy of manipulative influence on people using various tactics and techniques, but also that it has its own spatiotemporal and organizational-social structure.

The main direction of the evolution of technologies of power and social management, the purpose of changes, and their improvement. The greatest effectiveness of modern government is provided by the knowledge that allows achieving the desired goals, minimally using the resources of the government, helps to convince people of their own interest in these goals, to turn opponents into allies [27, p. 114]. The means of realizing such goals are language transformations, which are used within the framework of manipulative strategies and tactics and, shifting the emphasis, are used for the one-sided presentation of mass media information.

Currently, there is an opinion that the manipulation of consciousness, as one of the types of management of social processes, acquires a comprehensive character in our time, despite the recognition of such strategies as immoral. It is believed that manipulation exists as long as a person exists: it is a manifestation of an individual's instinctive need for the stability of the surrounding world [26, p. 74]. On the other hand, the phenomenon of manipulation is due to the fatal necessity of spiritual dictatorship in all eras of human history. People, according to H. Ortega-y-Gasset, do not have the ability to theoretically understand events in the world, they are able to generate only evaluative judgments. The researcher claims that without generally accepted judgments and views, human community would be in chaos, so they must be imposed by force, because without spiritual authority, without the manipulation of thoughts and people, society would decline. Therefore, manipulation turns into a necessary attribute of the modern era, when the masses claim to manage society, without having the appropriate abilities to do so. According to H. Ortega-i-Gasset, "mass people" are not capable of

thinking, therefore the formation of public opinion is a general law of gravity of political history [19, p. 91–137].

Manipulative management is not only inevitable but also a necessary system of subtle pressure methods.

Manipulative techniques have been used since ancient times in various cultures. In ancient China, there was a doctrine of cunning plans, techniques, or intrigues called stratagem. Stratagem acts as an art of psychological confrontation, which has its own laws and requirements. Stratagems are provisions and advice on how a commander should think and act, defending the interests of his state. They reflect the essence of a manipulative approach and strategic thinking [23, p.43].

The manipulative potential of mass media is an important issue that interests political scientists. Mass media are considered as one of the most important tools for implementing the political process. They not only report on world events but also present them in a favorable light, commenting in such a way that it is often impossible to separate objective information from comments. Since politics largely depends on the public's understanding and interpretation of information, most political activity focuses on controlling this process [22, p. 32].

Political scientists study manipulation in practice: an analysis of political processes taking place in society and having a manipulative color is carried out. Therefore, political science deals with the analysis of manipulative strategies in the political practice of the country, that is, it moves from practice to its theoretical consideration. Manipulation of the consciousness of a large number of people with the help of mass media is studied by political scientists during political processes where public opinion plays an important role (election campaigns, TV debates, solving important national and international issues, determining the political course of the country, etc.). Successful manipulative strategies during this period are designed to ensure a positive perception of a certain political course and public support. At crucial moments for the politics of a certain state, a large number of specialists from various fields are involved in creating new manipulative techniques and using already known ones as successfully as possible. This makes it possible to study new trends in the influence of information technologies on the political process.

Modern mass communication is the most important tool of political management and ensures the loyalty of the masses to the existing government. The classical understanding of democracy as divided into different branches of power, including mass media as the "fourth power", does not fully correspond to the realities of mass communication. Politics and media are no longer autonomous parts of society, they form a naturally formed communicative and political symbiosis, in which the boundaries between political actors and their "controllers" from the media are blurred. The peculiarity of our time is the transition to a new qualitative state of society, which is characterized by a sharp increase in the role of information processes, in particular, the creation of an entire industry of information production. Some researchers confirm this, believing that modern society is really at the stage of transition to a qualitatively new form of its existence - information society and in a broader context - to information civilization [1, p.275]. Exchange and information processes are becoming key in the field of social management in society and the state. From a linguistic point of view, such a shift in emphasis leads to increased attention to the peculiarities of the use of language units within information and communication processes.

Information as a management tool is important not only for socio-political processes occurring within a certain state or social community. In the foreign policy sphere, at the current stage, even the traditional concept of military-political conflicts is being rethought, and information is being used as a kind of weapon. Information war involves the violation or modification of information resources and people's knowledge about the world around us.

The informational influence experienced by the population both within a specific state and the population of other countries is aimed at the spiritual life of society. Deformation and destructive changes in the spiritual sphere of society in turn affect the state and processes in all major spheres of social life, including political and economic. First of all, it is about psycho-emotional and social tension, distorted ethical norms and criteria, inadequate social stereotypes and attitudes, and wrong orientations and values. The famous Italian writer and publicist U. Eco, analyzing the current state of mass media and hegemony in politics, draws the following conclusion: "If a dictatorship can arise in our time, it will be an information dictatorship, not a political one" [16, p. 10].

Information about events and phenomena covered in mass media directs public opinion in a certain direction. Therefore, information in modern society is one of the tools of power. Manipulation of people's consciousness with the help of information has replaced violence, which for a long time was considered the only and indispensable tool of management.

Manipulative strategies in the English-language mass media relate mainly to the political sphere. A general manipulative strategy is a strategy of attracting public support for any actions related to the fight against terrorism. Another strategy, partly related to the first one, is the formation of a positive attitude toward military actions was to fight global terrorism. The strategy related to election processes within the country is aimed at forming a positive image of one of the candidates.

So, the manipulation of mass consciousness is a set of certain technologies of domination, among which the mass media are the most important element. Today's media have in their arsenal a stock of their own technologies, methods, principles and rules for creating messages that function successfully and cope effectively with drawing attention to themselves and influencing the reader.

1.3. Strategies and tactics of manipulation in the contemporary media discourse

Taking into account the outlined non-verbal goals and communicative capabilities of the mass media, it will determine the general communicative strategies of the mass media discourse and characterize their tactics in terms of the potential danger of destructive linguistic influence.

The strategy of forming public opinion consists in the implementation of the main goal of mass media activity and is decisive, other communicative strategies are subordinate to it. It will highlight the most common communication tactics within this strategy and outline the possible negative consequences of informational influence.

Generalization tactics. As potential threats to the use of this tactic, it was

Tactics of typification. This tactic presenting single facts or actions as typical of a certain person, organization, or state. They are associated with threats of one-

sidedness in the coverage of the problem, and the impossibility of proving a different opinion.

The tactic of discrediting other position. Distorting other opinions, sticking labels - all this causes a negative perception of a certain position and, in general, the information that covers it Information gathering tactics. Careless or unconscious use of information contains the danger of publicizing secret data, silencing important facts, and focusing attention on secondary phenomena, there is also a threat of publicizing data characterizing the object of attention only from one side - positive or negative.

Tactics of providing information. Biased coverage of events (and subjectivity is one of the defining features of mass media discourse) can cause the information to be presented as reliable or as dubious, and presenting facts in such a context that will fix certain associations behind them will add extraneous characteristics [27, p.12].

Tactics of the sequence of events. It is associated with the threat of biased perception of information: loss of cause-and-effect relationship, focusing only on events that are presented at the beginning of information, and, as a result, distortion of reality in the perception of the addressee

Tactics of destruction and creation of stereotypes. The use of this tactic hides the threat of destruction of the picture of the world, and loss of worldview points of reference.

Tactics of structuring the conceptosphere. With its use, there is a danger of destroying connections within a certain conceptual sphere or a picture of the world in general, a threat of losing systematic thinking, and dispersal of thoughts.

Tactics of explaining the content of concepts. The use of this tactic is associated with the possibility of giving already known concept elements of content that are not characteristic of it, inconsistency of the individual's previous ideas with the ideas imposed by the mass media.

Suggestion tactics are characterized by an influence on the subconscious and are oriented towards the uncritical perception of information. The mass media can present certain individual views as elements of the ethnic picture of the world, inherent in each representative of the nation, and thus inspire the desired thoughts. For example, the idea is suggested that all of us, Ukrainians, understand a certain phenomenon in exactly

this way, and not otherwise, and the addressee begins by analogy to perceive such an opinion as his own [18, p.10].

The use of these tactics is associated with the danger of leaking confidential information, the disclosure of which poses a threat to society, and the disclosure of personal data can cause moral harm to individuals, their relatives and friends.

In addition, there is a danger of losing important information due to minor details. There is also the possibility of unmotivated conclusions (a separate, possibly atypical fact gives an impression of the entire structure or of the government in general).

The strategy of creating a public image of a certain organization, structure, or individual. In the formation of a positive or negative image, tactics related to emotional influence are mostly used. Tactics of rapprochement contribute to the creation of a positive image, since the object begins to be perceived as one's own, and therefore less critical and less objective.

Distancing tactics cause the formation of a negative image due to mistrust, perception of the object as foreign, and therefore dangerous, hostile. Accordingly, any information related begins to be perceived with distrust and negative.

Tactics of discrediting, and formation of negative judgments. A negative image is created through labeling, the use of emotionally expressive vocabulary with a negative color, especially derogatory and ironic remarks, and therefore there is a threat of biased perception of the object and the impossibility of further adjusting its image since the image is formed on an emotional level, and in the future everything related with this structure or person will be perceived negatively.

Tactics for creating the effect of presence: the addressee of the influence is convinced that he independently draws objective conclusions, however, there is a threat of the subject demonstrating the influence of atypical phenomena, imposing unfounded conclusions. The strategy of popularizing political ideas is closely related to the previous one. It is implemented in communicative tactics aimed at both logical and emotional levels of perception [7, p.23].

First of all, these are tactics of twisting information, varying the amount of information. This is connected with the danger of disorienting citizens in the political life of the state, concealing the true causes and consequences of political struggle.

Tactics of discrediting political opponents. In its application, there is a real danger of fanning conflicts, and inciting enmity in society.

The tactic of comparing ideas: drawing positive prospects for the implementation of one idea and negative prospects for the implementation of another. The use of this tactic hides the danger of unfounded belief in the correctness of certain decisions.

And by using paint thickening as an auxiliary tactic, you can turn any idea into a life-saving or destructive one.

Tactics of using political slogans. Influence is carried out primarily on an emotional level, and therefore there is a danger of losing critical thinking. In the implementation of the strategy of popularizing political ideas, the previously characterized tactics of convergence and distancing are also actively used, and their use is also capable of causing a biased negative or positive attitude towards a certain idea.

Communicative attention-grabbing tactics are used. First of all, it is a tactic to shock the addressee, it is usually associated with dangerous methods of hyperbolization, speculation on famous names and events, all of which cause misinformation and unjustified accusations against individuals or entire structures.

Tactics of trending information. The techniques of the illogical combination of unrelated facts, unjustified accusations, distortion of the meaning of concepts and cause-and-effect relationships are dangerous for her - such techniques can lead to an inadequate perception of reality, to the consolidation of unjustified associations.

The strategy of emotional influence is closely related to the previous ones. It makes it possible to exert a more effective influence on consciousness and subconsciousness, to form more stable stereotypes, associations and beliefs and helps to correct worldview orientations.

Unfortunately, the mass media often speculate on the feelings of responsibility and patriotism of citizens, and considering that the strongest emotion is fear, they try to evoke this feeling with the help of tactics of intimidation, unjustified accusations, psychological pressure, shocking forecasts, emotional contagion, emotional suppression of logic.

The news is often similar to crime reports, often containing, unfortunately, detailed scenes of murder and violence.

In this regard, there is a danger both at the personal level (loss of critical thinking, mental instability, aggressiveness) and at the level of society (emergence or exacerbation of conflicts, aggression towards certain structures or ideas, complication of a criminogenic situation, disclosure of information that constitutes a threat to society).

Each of the identified strategies can be manipulative in nature, and this is followed in many of the tactics characterized. The defining feature of manipulation is its covert nature - whether it is the concealment of information (distortion, selectivity, falsification of facts) or the concealment of true intentions.

In the conditions of the information society, one cannot ignore the communicative goals, opportunities and strategies of the infosphere. Their awareness is an important condition for successfully counteracting the destructive influence of the mass media.

The analysis of potential threats of mass media influence allows us to assert that its effectiveness depends on the general capabilities of the mass media and on the choice of communicative strategies and tactics, and the nature of linguistic influence – destructive or non-destructive – is determined by the goals of the subject of influence.

In the conditions of an information war, it is important to be aware of the danger of using various communication strategies and mass media tactics for the purpose of informational aggression - open or covert - against a country, an individual or a certain structure.

Society needs to be ready to counteract the destructive influence of the mass media - domestic or foreign - that act biased in pursuit of sensations or are focused on the production of negative informational messages.

CONCLUSION TO CHAPTER 1

This chapter is devoted to the theoretical foundations of political discourse, considered in conjunction with mass media discourse.

Let us briefly summarize all of the above: in this chapter, the key concepts for our study “media discourse”, “manipulation”, “discourse analysis” were analyzed, the features of political media discourse, its features and functions, as well as the conditions and means of manipulation in various language levels.

The model of manipulation and the role of the media in the formation of manipulative influence are described.

In Chapter 1, we substantiated the discursive and sociological tools of our study. The importance and relevance of the study was proved.

The final conclusion of Chapter 1 is as follows: manipulation as a type of speech influence is the central concept of polarized media discourse; to identify verbal means of manipulation allows the use of discourse analysis tools.

CHAPTER 2. LINGUISTIC PECULIARITIES OF MANIPULATION IN MASS MEDIA DISCOURSE ONLINE MATERIALS ON COVID-19

2.1. Neologisms with negative connotations of Covid-19

Journalists use the word “covid-19” 53,1216 times in eight issues of *The Economist* for March-May 2019 (averaging 84 pages each). The following lexemes are used as synonyms: “*coronavirus*” – 288 times and “*virus*” – 794 times (“covid-19” is a respiratory infection, and “*coronavirus*” is the causative agent of this infection), “*corona*” – 83 times and “*covid*” – 100 times (new lexemes formed by truncation), as well as “*disease*”, which is used 436 times. In the direct sense, all these lexemes are used only in articles related to medicine, while in other contexts they acquire many additional connotations.

The lexemes “*coronavirus*” and “*covid-19*” (as well as their truncated variants) are most often used in substantive manipulative phrases with lexemes “*outbreak*”, “*shock*”, “*crisis*”, “*pandemic*”, “*cases*”, “*hit*”: *Unfortunately, like their models, the experts have not seen a covid outbreak before, which calls the value of their experience into at least a little doubt [47]; Governments scramble to mitigate the covid-19 shock to already weak economies [46].*

Some phrases are built on causal relationships, for example: “*the coronavirus recession*”, “*the coronavirus shutdown*”, “*the covid catastrophe*”, “*covid-19 lockdown*”, “*covid-19 calamity*”, “*covid-19 deaths*”, “*covid-19 restrictions*”, “*corona holiday*”.

Combinations “*the coronavirus situation*”, “*virus factories*”, “*coronavirus briefs*”, “*a covid-19 hospital*”, “*covid-19 wards*”, “*covid-19 data*”, “*covid-19 news*”, “*a covid-19 committee*”, “*a virus outlier*”, “*covid-19 patients*”, “*covid-19 task-force*”, “*covid-19 hotspot*”, “*coronavirus law*” represent new realities.

In substantive phrases, these lexemes are most often used with the adjectives “*new*” and “*novel*”, indicating the novelty of the phenomenon. They are also found in combination with the present participles “*rampaging*” and “*raging*”, which indicate the strength and speed of the spread of the phenomenon (*rampaging* – a course of violent, riotous, or reckless action or behaviour; *raging* – happening with a lot of force or violence [47]). As a subject of a lexeme “*coronavirus*” and “*covid-19*” (as well as their truncated variants) are most often used with the following verbs: “*to rage*” (*covid-19 rages*), “*to strike*” (*Since the virus struck*), “*to attack*” (*The virus has attacked Europe’s oldest population*), “*to destroy*” (*The virus has destroyed \$23 trn in global market value*), “*to sweep*” (*With coronavirus sweeping the country*), “*to hurt*” (*Covid-19 hurts emerging economies in at least three ways*).

All verbs imply "brutal, destructive action". The study of the concept of language assessment “makes it possible to assume that the cognitive-classifying activity of a person is reflected in language units, in particular in words that fix, along with the results of human cognitive activity, the attitude of the cognizing subject to the cognized reality; thus, the evaluative component acts as an obligatory semantic component of the meaning of the word” [5, p. 43].

The lexemes “*coronavirus*” and “*covid-19*” have become a “favorable” basis for the formation of new words. The language of modern media is characterized by relative stabilization.

Linguists discover "such trends in the field of mass communication as the strengthening of the personal principle, stylistic dynamism, forcing innovation and expression, the desire for freedom, the use of precedent phenomena" [4, p. 71].

Neologisms “come into the language constantly, at all stages of its existence. This phenomenon is natural and historically conditioned. During periods of social stability, the processes of language development proceed measuredly and gradually, and language changes affect certain parts of the system. At the time of social upheavals, the processes of language development are accelerated, an impression of chaos and instability is created.

In accordance with the peculiarities of the situation in society, the psychological attitudes of the masses, their linguistic taste and flair for the language are changing” [11, p. 9].

Among the neologisms, the following nouns can be distinguished: “*corononomics*” – a special economic system during a pandemic; “*corohara*” (short for “coronavirus harassment”) - the oppression of people who have recently returned from abroad, or those who cough in public places; “*covideo*” - video games that help escape boredom during a pandemic; “*coronopticon*” - applications for tracking user contacts; “*corona-speak*” – the ability to present news about the pandemic; “*corona-chief*” is the leader in control of the fight against coronavirus: *Mr Söder’s elevation to Germany’s de facto corona-chief has surprised many, including his own supporters; So-called coronabonds would allow struggling eurozone states to fund themselves with debt guaranteed by the bloc as a whole [56].*

Also, the mentioned lexemes became part of the new compound adjectives: “*virusfighting*” (*firms*), “*covid-infected*” (*markets*), “*virus-imposed*” (*distance learning*), “*virusrelated*” (*stoppages*), “*virus-induced*” (*slump*), “*covid-related*” (*data*), “*virus-control*” (*work*), “*second-most-covid-afflicted*” (*state*), “*coronavirus-proof*”, “*covid-stricken*” (*firms*), “*coronavirus-fuelled*” (*exodus*), “*covid-battered*” (*places*).

Part of the adjectives formed from these lexemes in a prefix way implies the division of the world and time into “before” and “after”: “*pre-coronavirus*”, “*pre-covid*”, “*pre-virus*” u “*post-covid*”, “*post-coronavirus*”, “*post-virus*”. The impact of COVID-19 on a variety of areas of life is most often noted.

It can be expressed explicitly by the phrase “noun-preposition-noun”, where the first components have a common result seme, for example: “*the effects of coronavirus on business*”, “*the economic impact of the virus in real time*”, “*the blow from the virus on the public services*”, “*the costs of covid*”, “*the scars of covid-19*”, “*the geopolitical consequences of covid-19*”, “*the outcome of covid-19 for the climate*”.

The aviation industry is being battered by the covid-19 outbreak; Now it sees America crippled by the coronavirus [56].

The modern world does not stand still, it is constantly changing, and with the appearance of new events and phenomena in the life of society, the lexical composition of the language also changes.

The COVID-19 pandemic has become the largest event of the 21st century and in a short period of time has greatly affected politics, education, as well as the vocabulary of all languages in the world, including English.

Many explanatory dictionaries of the English language have included new words related to the coronavirus epidemic.

All neologisms are formed in a different way. Some of the methods are used more often, some less often, and not all equally.

Having reviewed some neologisms in this dictionary and analyzed them, we can come to the conclusion that the most popular way of word formation is fusion.

Fusion is often used in the media, on the Internet, and in colloquial speech, as it is the most convenient and informative way to convey information [6].

Among the neologisms formed by blending, the following can be distinguished in this dictionary: *Coronapocalypse (coronavirus+apocalypse): the end of the world caused by the Covid-19 epidemic.*

Coronaphobia (coronavirus+phobia): fear of coronavirus Coronawashing (coronavirus+whitewashing): the sale for profit of common goods that help prevent or cure coronavirus infection.

Coronancellations (coronavirus+cancellations): cancellation of sports events, theater performances, outings to restaurants, weddings, etc. due to the coronavirus.

Coronaclosed (coronavirus+close): closed (business) due to coronavirus.

Quaranteam (quarantine+team):

- 1) people with whom you decided to live during quarantine;
- 2) a general chat where issues related to the pandemic are discussed;
- 3) group "capture" e.g. toilet paper in the store.

Quarantrends (quarantine+trends): activities that have become fashionable among people in self-isolation.

Good old offline restaurants will become symbol of a return to normal happy pre-corona life [67].

Covid-look: Naomi Campbell shared a new photo in a protective suit [48].

Quarantips (quarantine+tips): clothing, food and lifestyle advice for people in self-isolation. Another way of the appearance of neologisms is word formation. Word composition is the most popular and universal way of forming new words, based on the addition of two bases.

Coronapocalypse: make sure you cite me when you use that word', wrote Jeffrey Hass (University of Richmond, VA) on his Facebook page [57]

People began to be called coronapofigists, covigists [52].

Termining Mr. Thackeray, who heads the Sena, a «Covidologist», the editorial said he was probably the only Chief Minister who has studied the COVID-19 crisis in detail [50].

Our friends over at Fratelli Fresh recognised that it was time to take our iso-baking to the next level by attempting this delicious creation, so they kindly shared their recipe. You're welcome! [52]

The next way of forming neologisms is reduction. There are four types of abbreviations: abbreviations, truncations, blending, acronyms.

Among them, abbreviations are most often used, and their feature is that they are convenient to use in spoken language. For example, English speakers shorten the word "quarantine" to "quar", the word "coronavirus" becomes "rona", and "in isolation" becomes "in iso".

Another way of forming neologisms in this period is affixation, that is, formation by adding suffixes, affixes, and prefixes to the word.

Coronic (suffix -ic): infected with coronavirus.

Coviddy (suffix -y): a person exhibiting unusual behavior caused by fear of the coronavirus.

Everyone born after Jan 1, 2020 will forever be known as Coronials not Millenials due to the covid-19 virus [53].

One can note the creation of neologisms by moving from one part of speech to another. This method is called conversion. This method is quite complicated and not very popular.

For example, *"To self-quarantine"* - avoid contact with other people. Our life in the world directly depends on the events taking place in it, as a result of which our society, language and future are changing.

This study proved that the events of COVID-19 changed a lot in our modern world, including these changes did not bypass the lexical structure of the English language, in which many neologisms appeared.

These changes help us to simplify and absorb the transfer of information faster, and also expand our vocabulary.

Thanks to the conducted research, it is possible to notice how global phenomena affect the appearance of new words in the English language.

Of the considered 18 neologisms, differing in the method of formation, 8 are formed by fusion, 4 by compounding, 3 by contraction, 2 by affixation, and 1 by conversion.

Thus, it can be concluded that the most popular and productive methods include merger. Word formation and abbreviation can be considered less productive. The two remaining methods (affixation and conversion) are the least popular.

2.2. Lexical means used manipulatively in mass media coverage of Covid-19

Sometimes *"covid-19"* and synonymous lexemes are used in the same context as the subject of the sentence, due to which the personification of the phenomenon occurs: *Last weekend the virus reduced cinema ticket receipts by 20 %* [46].

In the article *"NYC's rising Covid-19 cases are a warning"* September 29, 2020 CNN writes [69]: *"Unless we act now, the US could be in for a long, hard, deadly winter."* Adjectives *"long"*, *"hard"*, *"deadly"* literally terrifies the reader. From the point of view of the layman, the huge numbers of deaths are shocking.

The repetition of the synonyms *"somber"* and *"grim"* reinforce the impression: *The timing for that question couldn't be more somber, as the world has passed the grim mark of 1 million deaths from Covid-19. Which is why we need to act now.*

Article criticizes President Trump's policies and calls for social distancing and masks: *"Unfortunately, our feckless President has made clear he has little interest in*

listening to scientists, epidemiologists and experts — or seriously supporting the fight to prevent the spread of Covid-19.”[80]

Criticism of the president is heightened by an unflattering adjective “*feckless*”. Vicky Ward 23 April 2020 published an article in CNN [80] “*The naive—and reckless—rule breakers of Covid-19.*”[80]

Already in the headline, the adjectives “*naive*” and “*reckless*” emphasize the guilt of violators of the restrictions associated with Covid-19. The article emphasizes that people, first of all, should worry about their health, not take risks by violating the restrictions: “*...the ultimate question for people to think about before they gather like the groups in Washington and elsewhere, is this: “What is more dangerous? Feeling anxious or risky behavior?”*”

Almost 10% of Fox News publications talk about the need for testing for Covid-19. Fox News publishes Tulsi Gabbard's interview “*Testing and acting now is crucial to curbing the spread of coronavirus*” [70].

The title contains a direct call to action. For example, 24% of Fox News articles and 36% of CNN articles call for masks. Fox News mentions “*mask*” 1429 times, CNN 2524 times.

Also popular in the media is the topic of vaccination. The publications highlight the positive assessment of vaccination for society. This can be illustrated by the following examples: Fox News October 9, 2021 published an article “*FDA says Moderna vaccine’s benefits outweigh risks ...*” [49], in which the author Thomas Barrabi writes: “*The FDA is aware of these data. At this time, FDA continues to find that the known and potential benefits of vaccination outweigh the known and potential risks for the Moderna COVID-19 Vaccine*”, *an FDA official said in a statement*” [49].

In the above example, the impact on readers is enhanced with the help of an emotional-evaluative phrase “*outweigh the known and potential risks*” Scottie Andrew April 10, 2021 writes to CNN in the headline of an article “*The Covid-19 vaccines are highly effective, and the chance of an adverse reaction is rare*” [47].

Here, the importance of vaccination is emphasized not only by the inclusion of the phrase “*highly effective*” in the title, but also by the low likelihood of adverse reactions.

Fox News and CNN have used positive messages—protecting society, returning to normal activities, reuniting with friends—to convince hesitant Americans to roll up their sleeves [for vaccinations].

Along with the positive reports, CNN mentions a Health and human services department ad that shows the real-life consequences of not getting vaccinated. CNN October 6, 2021 writes in the headline: *“HHS vaccination ads use a new tactic to increase Covid-19 vaccination rates: fear”* [51]. CNN mentions the emotional impact to which he resorts HHS: *“Get vaccinated and hug your friends again. Get vaccinated and get back to normal”*[51].

Fifteen-second and thirty-second versions of the ad appeared on Facebook, Instagram, Twitter, YouTube, Pinterest, and Nextdoor. They also appeared on national television, predominantly in areas with low vaccination rates.

In the third example, a man tells that he lost certain positive aspects of his life, having contracted covid. Madeline Holcombe and Randi Kaye of CNN July 28, 2021 took these words to the headline: *“Staff at a Florida hospital say they are hearing panic, fear and regret from unvaccinated Covid-19 patients”* [71].

In June 2022, CNN, in promoting a children's vaccine against Covid-19, uses speech influence on the target audience - children and their parents. In the article *“Elmo is now vaccinated for Covid-19”* June 28, 2022 Rachel Fadem uses the “authoritative opinion” of popular Sesame Street cartoon character Louie, Elmo's father, on the Covid-19 vaccine [68]: *“Was it safe? Was it the right decision?” I talked to our pediatrician so I could make the right choice”, Louie said in the PSA. “I learned that Elmo getting vaccinated is the best way to keep himself, our friends, neighbors and everyone else healthy and enjoying the things they love”*[68]

In this example, the impact of a positive image of vaccination is enhanced by referring to the opinion of a medical professional - a pediatrician. Also, a positive image is emphasized by such a phrase as *“the best way to keep... else healthy”*, pointing to *“himself”* and *“our friends”*, i.e. relatives.

Researchers Abbas, Ali Haif suggest that news coverage has led to the politicization of the pandemic [46]. Ken Buck June 7, 2020 writing in Fox News: *“America is at a crossroads. Violent riots threaten our communities just as we begin*

to reemerge from months in lockdown. Now we face a choice between peace and fear, order and anarchy, light and darkness” [46].

This quote compares “*order*” and the metaphorical “*anarchy*” with such epithets as “*light*” and “*darkness*” in a very emotional way. The author states that the governors and mayors, when deciding on the lockdown, were afraid: “*Governors and mayors across the country acted in fear when they shuttered small businesses and closed houses of worship. As a result, millions remain out of work. Substance abuse, depression and suicide are on the rise.*”[74]

The author connects the introduction of restrictive measures with the loss of work for millions of Americans. We see that representatives of the opposing political forces, Democrats and Republicans, evaluate the same events in different ways in order to achieve approval from the electorate. Ken Buck cites the Democratic governor of New Jersey's virulent social distancing propaganda, which is emotionally charged with metaphor such as “*blood on [their] hands*”: “*In response, Americans from all over the country turned to faith and called for reopening while Leftist politicians shamed them. As New Jersey Gov. Phil Murphy put it, those who disobey social distancing orders have “blood on [their] hands.”*”[50]

In fact, the Governor is comparing Americans who do not maintain social distance to murderers.

Ken Buck, who is a member of the Republican Party, reproaches his opponents, the Democrats, that they are not able to stop the crimes being committed. “*Yet, as these vigilantes take to the street, I have yet to hear any state or local leaders cry “social distancing” and break up these mass gatherings out of coronavirus concerns. The Leftist media suddenly isn’t concerned about the threat of coronavirus spreading among large crowds of angry protesters, when just weeks ago they lauded the arrest of hairdressers for reopening their shops.*”[50]

In this example, the more emotional “*cry*” reinforces the impact of the mention of “*social distancing*”. Ken Buck portrays left-wing politicians as weak because they are unable to take action to comply with covid restrictions during a period of riots: “*The hypocrisy from Leftist leaders has only added fuel to this fire. The same politicians who*

once called for total lockdowns of their states are now allowing looters and rioters to destroy the communities they claim to love.”[50]

At the end, the author calls on the authorities to act: it is necessary to fight anarchists, not hairdressers who are trying to open their stores: *“Our governors and mayors need to refocus their priorities. They need to take a stand against violent anarchists burning cities to the ground, not hairdressers seeking to reopen their shops”[50].*

2.3 Manipulative strategies in the news about Covid-19

English is one of the most common languages in today's media resources. Like the vast majority of media texts, English-language ones also use linguistic methods of manipulation. The effectiveness of the media text depends precisely on the language design. English-language media text is a vivid example of the most effective use of linguistic manipulative strategies for the purpose of influence.

For the English language, the psychological strategies of influence in the media that we discussed earlier (informing, stereotyping, mythologizing, image, suggestion, infection, imitation) remain characteristic.

The main function of the image is to inspire the mass audience with an ideal image of the subject of a certain activity.

Thus, they manipulate the significance of his statements and reduce the importance of such a statement to a minimum in the eyes of the reader, who now perceives this statement not as a revolution in public opinion, but as another PR move. One of the most common means of influence in media practice is suggestion.

Example, *«In the EU because of Covid-19, falling prices have seen people buying more clothing than ever before while spending less money in the process. This is not sustainable. Something has to give» –BBC [41].*

Contagion is a special mode of influence that integrates large masses of people in a certain way, and therefore is very common among the most popular media publications among English-speaking audiences.

It is carried out not through passive contemplation and conscious acceptance of outwardly obvious patterns of behavior, but through the transmission of a mental mood that has a great emotional charge. For example, using a large number of emotionally charged metaphors to encourage the recipient to feel the emotions suggested by these metaphors («*The report says that since COP26 last year, governments carbon cutting plans have been woefully inadequate. This gloomy mood among scientists and diplomats is underlined in today's release of the UN emissions gap study*»[52]).

For manipulations, a process is often used, which consists in the subject's adoption of optimized, adapted or changed decisions in accordance with the actions of others, which simplifies the subject's relationship with the social environment and coordinates his adoption of certain social patterns, norms, rules - that is, imitation. Let's give an example from a BBC publication: «*Prioritising short-term profits for individuals has sometimes meant that the long-term well-being of society and the environment has lost out – especially as the world has faced the Covid-19 pandemic and climate change. And as political unrest and polarisation around the world have shown, there are growing signs of discontent with the status quo. In one 2020 survey by the marketing and public relations firm Edelman, 57% of people worldwide said that capitalism as it exists today does more harm than good in the world*» [43].

The recipient himself subconsciously begins to adopt the point of view that belongs to "57% of people", that is, he is subject to another method of manipulation of the author - "imitation". Therefore, English-language media texts are one of the most influential types of media texts today. They are quoted and translated by all other world media. English-language media texts are full of manipulation and we observed the presence in them of all kinds of psychological and linguistic manipulation strategies: informing, stereotyping, mythologizing, image, suggestion and imitation. They are used to influence the reader and his subjective perception of objective facts described in the media texts themselves.

CONCLUSION TO CHAPTER 2

During the conducted research, we came to the following conclusions:

- verbal manipulation is an integral part of social and political discourse during the crisis conditions of the COVID-19 pandemic;
- the most effective methods of speech manipulation are methods of suggestion, encouragement and persuasion, which affect the emotions and feelings of listeners and appeal to the main agenda in society - the safety of the population during the pandemic of the new coronavirus infection; these methods are used constantly;
- effective channels of communication in the conditions of a pandemic are recognized by us, which, in our opinion, is due, on the one hand, to the opportunity provided to cover almost the entire population of a large region;
- the tactics used made it possible to influence public opinion and avoid mass riots, as well as, against the background of the increase in the number of patients with the new coronavirus infection, to provide the population with a sense of security and protection from the state.

GENERAL CONCLUSION

Summarizing all of the above, the following conclusions can be drawn.

1. Manipulative influence on human consciousness is carried out with the help of linguistic means and is used in socio-political processes through the mediation of mass media, so it should be considered as a sociopsycholinguistic phenomenon. Manipulation acquires special importance with the improvement of information technologies, which expand the range of application of manipulative strategies and tactics. With the help of mass media, management of modern society takes place, where information turns into the main means of controlling public opinion.

2. The media started talking about the coronavirus widely from January 20, 2020, after the virus had been progressing for a month and more than two hundred people were infected, then the number went to thousands, and this epidemic spread to the whole world. Considering the emergence of the problem of the pandemic, its active study began in both medical and other aspects.

And a special role in this regard was played by journalism, which became an intermediary between society and official medical institutions in providing information. In general, coverage of COVID-19 in the mass media began from a medical point of view - articles were published about the symptoms of the disease, its dangers and consequences, ways to increase immunity, ways to avoid infection, etc. Later, economic, social, cultural, etc. began to be added to the medical aspect. Wide coverage of the topic of COVID-19 in the media caused it to be studied by scientists.

3. Today, the historiography of the problem of coverage of the coronavirus pandemic in the mass media is quite significant and weighty - these are foreign and Ukrainian articles, monographs. The conducted analysis of historiographic sources allows us to state that most researchers see a close connection between the spread of the pandemic and the situation of public awareness through mass media, which was not always satisfactory due to the unreliability of information, its emotionality, etc.

The methodological base of the research is quite broad: methods of analysis were used, including component and conceptual analysis, synthesis, analogy and comparison, the method of abstraction and the descriptive method at the final stage of the work.

4. In the second chapter we considered neologisms with negative connotations of Covid-19, lexical means used manipulatively in mass media coverage of Covid-19.

Information was often presented in a negative light, which could cause panic among the population and, accordingly, reckless actions of some people, especially among the elderly. The main change in the coverage of the topic of the coronavirus during the last three months, compared to the first three months, is that a new topic has been added - vaccination, which accompanies almost all other information related to the pandemic. In general, coverage of information is based on the facts and opinions of specialists, and their emotional background is mostly neutral.

It is noticeable that subjectivity in the presentation of information has significantly decreased, journalists have begun to work more professionally, avoid evaluative judgments that can create negative moods and panic among readers, refer to proven facts, statistical data, and rely on the opinions of experts. Most likely, positive changes in the coverage of coronavirus issues, increasing the professionalism of journalists are connected with the sharpening of attention on this issue by official bodies and journalists themselves.

5. It was also considered manipulative strategies in the news about Covid-19 and was considered verbal manipulation is an integral part of social and political discourse during the crisis conditions of the COVID-19 pandemic.

Also the most effective methods of speech manipulation are methods of suggestion, encouragement and persuasion, which affect the emotions and feelings of listeners and appeal to the main agenda in society - the safety of the population during the pandemic of the new coronavirus infection; these methods are used constantly.

English-language media texts are one of the most influential types of media texts today. They are quoted and translated by all other world media. English-language media texts are full of manipulation and we observed the presence in them of all kinds of psychological and linguistic manipulation strategies: informing, stereotyping, mythologizing, image, suggestion and imitation.

It was determined effective channels of communication in the conditions of a pandemic are recognized by us, which, in our opinion, is due, on the one hand, to the opportunity provided to cover almost the entire population of a large region and the

tactics used made it possible to influence public opinion and avoid mass riots, as well as, against the background of the increase in the number of patients with the new coronavirus infection, to provide the population with a sense of security and protection from the state. In our opinion, such actions are really important, and if the media had followed the relevant rules at the beginning of the quarantine, it would have been possible to avoid a significant spread of panic among the population.

SUMMARY

The theme of the MA degree paper is «COVID 19 pandemic and manipulation technologies»

The issue of manipulative influence is traditional for representatives of various sciences: sociology, linguistics, psychology, journalism, philosophy. The works of the following foreign scientists can be distinguished: J. Baudrillard, O. Boyd-Barrett, P. Bourdieu, M. Vyzhlakov, M. McLuhan, M. Palmer, V. Sapunov, M. Smirnov. The theoretical basis of the study were conceptual works on online journalism, namely the works of N. Zrazhevskaya, V. Ivanov, S. Kara-Murza, R. Craig, B. Potyatynyk, V. Rizuna, M. Chabanenko.

The purpose of the work - to determine the main mechanisms of manipulative influence in media discourse on the example of manipulation of Covid-19.

Object of research: selected materials of media discourse on the example of manipulation of Covid-19.

Subject of research: the mechanisms used to first attract the attention of the recipient, and then - to manipulate the consciousness of a large audience.

Research methods. To realize the purpose and objectives of the thesis were used general and special methods, in particular: analytical-synthetic; inductive - to generalize and systematize the conclusions.

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

The MA degree paper consists of Introduction, which briefly summarizes the topicality, novelty, object, subject-matter, the material of the research, its objective and tasks, practical value, and scientific novelty.

Chapter 1 deals with the media discourse as a space for mind manipulation. It about strategies and tactics of manipulation in the contemporary media discourse

Chapter 2 dwells on linguistic peculiarities of manipulation in mass media discourse online materials on Covid-19

Conclusions contain the main theoretical and practical findings of the paper.

A perspective of the current research may be a more profound analysis of Ukrainian media and compera manipulation technologies in both languages.

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