

Ministry of Education and Science of Ukraine  
Taras Shevchenko National University of Kyiv  
Institute of Philology  
Department of English Philology and Intercultural Communication

## **COVID-19 PANDEMIC & MANIPULATION TECHNOLOGIES**

Bachelor's thesis  
written by the 4th year student,  
of Bachelor's programme  
“English Studies and Translation  
and Two Western European Languages”  
Field of science – 03 “Humanities”  
Specialty – 035 “Philology”  
*Marta Mykytiuk*

Supervisor:  
*Olga Volodymyrivna Yashenkova*  
*PhD, Associate Professor*

«Допущено до захисту»

Протокол засідання кафедри англійської філології

та міжкультурної комунікації

Протокол № 12 від 27.05.2021

Завідувач кафедри \_\_\_\_\_ проф. Белова А.Д.

Kyiv – 2021

## CONTENTS

INTRODUCTION .....	3
CHAPTER 1. THEORETICAL ASPECTS OF THE STUDY OF MANIPULATIVE TECHNOLOGIES .....	6
1.1. The concept of “manipulative influence” .....	6
1.2. Language manipulation and related phenomena.....	11
1.3. The media as a tool for manipulating the mass consciousness.....	15
1.4. Tactical-strategic and anthropocentric approaches to the description of manipulation technologies in the media .....	19
Conclusion to Chapter 1.....	24
CHAPTER 2. LANGUAGE MEANS AND SPEECH TECHNIQUES OF IMPLEMENTATION OF MANIPULATION TECHNOLOGIES IN THE MEDIA IN THE CONTEXT OF THE COVID-19 PANDEMIC.....	27
2.1. Phonetic means of manipulation.....	27
2.2. Morphological means of manipulation.....	29
2.3. Lexical means of manipulation.....	32
2.4. Syntactic means of manipulation.....	37
Conclusion to Chapter 2.....	41
CONCLUSION .....	43
REFERENCES.....	46

## INTRODUCTION

Relevance of the research topic. In the late twentieth and early twenty-first centuries, humanity faced a global process of reassessing the role of the media, due to the development of new information technologies, as well as the needs of states to provide the world community with an information picture of reality in accordance with their own geopolitical objectives. This circumstance, in turn, led to a revision of information exchange strategies within individual countries.

The desire to impose their point of view on the addressee, a certain view of the problem is observed today in almost all spheres of communication. This is especially true for the media. The media not only inform the audience about significant events in the world, but also distort the idea of what happened, and also control public opinion, using various methods of manipulating information.

Recently, special attention has been drawn to texts on the COVID-19 pandemic. This pandemic has seriously changed not only the attitude towards news messages, but also the very principles of their selection. Therefore, it becomes necessary to analyze the features of the manipulative influence of the media in the texts on the COVID-19 pandemic.

Specialists in the field of psychology, political science, sociology, public relations, cultural studies, and, of course, linguistics are interested in the manipulative capabilities of the language. However, despite the abundance of literature on various aspects of manipulation, the study of the mechanisms of speech influence in the media remains in demand in linguistics. Most of the works analyze certain manipulative technologies, strategies and tactics, and propose methods of psychological defense against this kind of influence. On the periphery of research is the role of linguistic means, which are the basis for the implementation of manipulation in the field of mass communication.

The object of the research is the media texts on the COVID-19 pandemic, in which manipulative speech effects are carried out.

The subject of the research is linguistic means and speech techniques for manipulating information about COVID-19 in the media texts selected for analysis.

The purpose of the study is to examine the phenomenon of manipulation of information about COVID-19 in the media and to analyze the linguistic means and speech techniques that are actively used to influence the addressee.

The implementation of this purpose involves the solution of the following tasks:

1) to determine the essence and meaning of the concept of “manipulative influence”, to identify its characteristic features;

2) to distinguish between the concepts of language manipulation and the concepts of rhetorically organized text, language demagoguery, propaganda, neurolinguistic programming;

3) to show the specifics of the media as a tool for manipulating the mass consciousness;

4) to develop an integrative approach to the description of language means and speech techniques of manipulation in the media;

5) to identify and analyze the system of language means and speech techniques of manipulation in the media.

All this predetermines the relevance of this study, which is devoted to a comprehensive analysis of linguistic means and speech techniques used in media texts in order to manipulate information about COVID-19.

The work is based on the hypothesis that there are speech techniques for manipulating information about COVID-19, the use of which allows journalists to create media texts that effectively influence the addressee.

Research methods: the work used general scientific methods of observation, description, generalization with elements of discursive, contextual and content analysis of mass communication texts. The collection of material was carried out by the method of continuous fixation. The descriptive method was used to systematize and summarize the observation results.

The theoretical and methodological basis of the study is the works of such Ukrainian and foreign scientists as A. Antonova, N. Arutiunova, F. Batsevych, T. A. van Dijk, O. Dmytruk, D. Graber, H. Grice, O. Issers, Yu. Nesterenko, R. Lakoff, P. Parshyn, A. Shmelev, I. Sternin, Ye. Tarasov, V. Vinogradov, A. Zagnitko and others.

Sources of material. The material of the research was selected by the method of continuous fixation from the media texts on the Covid-19.

The scientific novelty of the work lies in the fact that on the material of the media texts, linguistic means and speech techniques for manipulating information about COVID-19 common to all the publications under study were identified, analyzed and systematized.

The theoretical significance of the study lies in the fact that the work contributes to the development of the theory of speech influence in media communication: information about manipulation and its signs is summarized, an attempt is made to distinguish manipulation from other methods of speech influence, a classification of types, speech techniques and linguistic means of manipulating information in the media is proposed.

The practical significance of the research lies in the fact that the results obtained can be used in training courses on the theory of speech influence, functional stylistics, in special courses in journalism, media linguistics, pragmalinguistics, psycholinguistics, sociolinguistics, political linguistics, etc.

The structure and content of the study. The work consists of an introduction, two chapters, a conclusion and references. The main content of the study is represented on 45 pages. References include 63 items.

# CHAPTER 1

## THEORETICAL ASPECTS OF THE STUDY OF MANIPULATIVE TECHNOLOGIES

### 1.1. The concept of “manipulative influence”

In accordance with the tasks, first of all, it is necessary to define the problem under study, namely: to describe the phenomenon of language manipulation, to identify the distinctive features of language manipulation that distinguish it from a number of other methods of social interaction, and to offer definitions for key terms of research. At the same time, in order to proceed to the direct consideration of “linguistic manipulation”, it is necessary to characterize the phenomenon of “manipulation”, and relying on the analysis of the basic concept we will study linguistic manipulation as a specific type of manipulation.

The term “manipulation” comes from the Latin word *manipulus*, which means “handful”, “bundle” (*manus* for “hand” and *pleo* for “to fill”). It is possible to say that such special features as the manual nature of the process, the manifestation of adroitness and agility in carrying out manipulative actions, are ensuing from the etymology of the word. Initially, the term “manipulation” was used for “handling something skillfully” when performing tricks and stunts, and in card games. Then it was transformed into “handling someone skillfully” by influencing people, events, or situation to gain a desired outcome.

The concept of “manipulative influence” has been developed by many Ukrainian and foreign researchers. Manipulation means:

1) the usage of the peculiarities of language and its principles in order to influence the addressee in the right direction for the speaker [9, p. 35];

2) such speech influence on the recipient, in view of which he changes his own point of view on a particular problem, etc. [35, p. 124];

3) the usage of linguistic means in order to influence the addressee psychologically; the purpose of such influence is to penetrate the speaker’s goals,

desires, intentions, attitudes or guidelines into the addressee's psyche [13, p. 16; 8, p. 99];

4) the type of speech influence aimed at introducing new knowledge, thoughts, emotions and / or modification of already existing ones into the model of the addressee's worldview by applying communicative strategies and tactics according to the pragmatic goal of the addresser [34, p. 158];

5) the type of psychological influence that evolves the other person's intentions that do not coincide with his actual desires [14, p. 59];

6) a certain usage of language with the involvement of strategies, without which the speaker would not be able to change the views and behavior of the addressee [59, p. 117];

7) managing people against their will, that brings the initiator unilateral benefits [42, p. 3];

8) exploitation, controlling and taking advantage of other people as objects, things [47];

9) a means of social control and management [43];

10) playing on the peculiarities of human nature and human weaknesses, which provide "communicative blindness" of the recipient, make him passive-obedient in recognizing the rightness of the communicator [7, p. 125];

11) communicative and interactive practice, in which the manipulator controls other people, mostly against their will or best interests [51, p. 360].

It is easy to notice that some formulations emphasize the implicit nonviolent nature of influence, others – the advantage of the manipulator, or the discrepancy between the original and suggested desires, intentions. This diversity is due to insufficient study of the concept of manipulation. In this regard, researchers (linguists, psychologists, etc.) still have to select the necessary, sufficient criteria in order to determine the concept of "manipulation".

Manipulation is a psycholinguistic process. Therefore, its study requires the integration of the results of psychological and linguistic research.

The most significant peculiarities of manipulation are considered to be as follows [10, p. 291; 14, p. 58]:

- 1) generic feature – psychological influence;
- 2) the attitude of the manipulator to another person as a means of achieving their own goals;
- 3) the desire to obtain a unilateral benefit;
- 4) the implicit nature of the influence;
- 5) the usage of (psychological) power, taking advantage of weaknesses;
- 6) motivation;
- 7) adroitness and agility in carrying out manipulative actions.

Motivational influence also plays an important role in the process of manipulation. Therefore, we should pay attention to such an essential feature, identified by J. Rudinov, as motivation. In his point of view, manipulation is the inducement of behavior by deception or taking advantage of the weaknesses of another person [cited. at 14, p. 51]. The manipulator decides for the addressee what and how to do, so due to such motivation he has to change the desires, intentions, and perceptions of the addressee. “The manipulator has got an idea, and then with the help of various tricks, he transmits this plan to the addressee so that the addressee accepts it as his own” [14, p. 59].

In linguistics, manipulative influence is considered to be a kind of speech influence. According to I. Sternin, the main criterion that distinguishes these concepts is the consciousness or unconsciousness of the addressee's actions: “Speech influence is the influence on a person through language in order to persuade him to consciously accept our point of view, consciously make decisions about some actions, reporting some information, etc. And manipulative influence is the influence on a person in order to motivate him to report information, to act, to change his behavior, etc. unconsciously or against his own opinion, intention” [36, p. 67]. During a manipulative speech act, the key point for the speaker is to hide his actual intentions, motives, goals, to make the recipient not even guess about them [60].

In the process of communication manipulative influence is carried out with the help of linguistic means and techniques. Therefore, in linguistics, this process is called “speech (language) manipulation”. Despite the existence of the dichotomy “language-speech” [59], researchers do not distinguish between these terms: “Speech (language) manipulation is a manipulative influence, which is carried out by skillful usage of certain language resources to influence the cognitive and behavioral activities of the addressee” [20, p. 24]. According to K. Siedov, who believes that language manipulation is an influence on a person, managing his feelings, thoughts, actions, which is carried out beyond his will [33, p. 101], but at the same time in its favor. In the process of influence, the language component interacts closely with psychological components: “Speech manipulation is based on psychological and psycholinguistic mechanisms that make the recipient uncritically perceive the speech message, contribute to the emergence of certain illusions and delusions, provoke him to do actions, which are beneficial to the manipulator” [15, p. 566].

In our opinion the language manipulation allows to control the will, feelings and emotions of the object of influence; bring it to a state of inertia by implicit programming of thoughts, intentions, attitudes and behavior; hide true information from him; initiate the behavior of the object by misleading or affecting its possible weaknesses.

Thus, manipulative influence, being a kind of speech influence, has the following features:

- 1) the implicit nature of the influence, the recipient's unawareness of what is happening;
- 2) the desire to subordinate the addressee to the speaker's will, often without taking into account his interests;
- 3) the manipulator has certain knowledge, linguistic and psychological skills;
- 4) a special linguistic organization of the text, which contributes to the emergence of delusion in the mind of the interlocutor;

- 5) creating the illusion of independence of recipient's decision-making;
- 6) lack of recipient's protective reaction.

In our opinion, the implicit nature of influence is the main feature of manipulation. That's why this phenomenon is so complex: the manipulator influences not explicitly, but implicitly, and therefore the addressee often fails to recognize manipulator's true intentions and protect himself from such actions. Obviously, this criterion is a decisive factor of successful manipulation: the addressee should not guess about the intentions of the addresser. The specificity of manipulation is that this method of influence belongs to the means of indirect communication: if the manipulator says that his message has a manipulative purpose, then there will be "illocutionary suicide", communication will be frivolous [18, p. 95]. The manipulator hides his true intentions, uses distractions to convey the necessary information to the recipient, and the object of manipulation has the illusion of independence in decision-making. H. Kopnina indicates this important feature: "The essence of manipulative influence is to shift responsibility for actions to the addressee, and so that the latter has the illusion of freedom in decision-making" [20, p. 21]. We must not forget that the goals, desires or intentions of the manipulator do not coincide with those of the addressee at a particular moment, which is actually the reason for manipulation. If you recognize the intentions of the author of the message, you can prevent the process of manipulation. The benefit here should be considered in the broadest sense, because the goal can be noble and, on the contrary, selfish. Therefore, we agree with K. Siedov that "the art of manipulation is a two-edged weapon: in the hands of an experienced, moral person (for example, a teacher, psychotherapist) it can bring many benefits; however, it can become an instrument of achieving selfish goals, a lever of self-affirmation, humiliation and a source of evil" [33, p. 212].

The question of the morality of such influence remains open. P. Parshin states that the term "manipulative influence" has an unpleasant feature: it is astimative, and because of this it actually has manipulative potential [28, p. 57]. According to H. Kopnina, the usage of manipulation in situations where open

influence on the interlocutor is possible, is a violation of rhetorical ethics [20, p. 16]. However, we do not agree that manipulation is bad, as it is commonly thought. It is a way to achieve personal goals and it arises when it is not possible to openly influence the addressee, but at the same time it does not always cause harm. We consider manipulation as a neutral term, not as a morally accused form of speech influence. All factors that influence the communication process should be taken into account when analyzing speech manipulation.

## **1.2. Language manipulation and related phenomena**

Influence can take various forms and be carried out not only within the limits of language manipulation. Lack of terminological accuracy, generally accepted classification of tools and techniques, as well as the interdisciplinary nature of the subject of research bring together the manipulation and such concepts as rhetorically organized speech, language demagoguery, propaganda, neurolinguistic programming. The delimitation of these concepts is a debatable issue, as in practice the usage of different methods of influence is observed. For example, rhetorical techniques are available during manipulation, and, vice versa, manipulative speech techniques – in rhetorically organized discourse, etc. But still language manipulation is distinguished from these forms of influence.

In the process of communication, rhetorically organized speech also affects the recipient. Therefore, I. Sternin believes that rhetoric, as a science of effective public speaking, is a part of the theory of speech influence [36]. Rhetoric studies the speech behavior of the speaker (rhetorician), his communicative skills. But at the same time it is also related to the theory of argumentation [32; 25; 63].

Rhetoric doesn't study manipulation, but it studies such a way of speech influence as persuasion. To prove the correctness of his point of view, to strengthen the opinion of the audience, the rhetor turns to arguments and includes evidence in his speech (facts, examples, opinions, conclusions, etc.). Persuasion, in

contrast to manipulation, takes place in an open form and is based on the conscious acceptance of the proposed point of view.

The most important principles governing speech communication were formulated by the American linguist, philosopher H. Grice in the form of so-called maxims. One of them is the principle of cooperation, according to which the communicative goal and its implementation should be equally clear to the interlocutors, and everyone should build their statements so that the dialogue moves in the right direction: the communicative contribution at this stage of the dialogue should be the purpose (direction) of this dialogue [52, p. 27].

In our opinion, this principle is not followed during the manipulation, because this process does not involve a common goal. After all, the manipulator is guided by personal goals, does not take into account the interests of the interlocutor and is insincere towards him. In the process of language manipulation he violates such basic rules of rhetoric as honesty (prohibition to mislead the audience about the content, purpose of text, etc.), modesty (prohibition of public insults and unproven direct evaluation), predictability (prohibition of informing about imaginary danger, a ban on the introduction of panic) [12, p. 19].

However, in the rhetorical text there are methods of language manipulation, despite the fact that misleading the recipient is considered to be unacceptable. And vice versa, many rhetorical devices (parallel constructions, repetitions, paths, etc.) are used in the process of implicit influence. They are used to make the impact more effective because they give the text expressiveness and imagery. Therefore, manipulation is often associated with “black rhetoric” [50], which is based on the use of dishonest methods of discussion, violation of the rules of communication and controversy.

Thus, the main difference between rhetorically organized speech and manipulation is that it is an open influence, during which the views of the addressee change consciously, and not against his will.

The special organization of the text, which contributes to the emergence of delusion in the mind of the addressee, is a sign not only of manipulation but also of

linguistic demagoguery. Demagoguery is defined as the influence on the emotions, the instincts of the unconscious part of the masses, based on the deliberate distortion of facts; considerations or requirements based on a one-sided interpretation of something [21, p. 237].

Demagogues are those who make empty, false promises, exaggerate their achievements, seek to achieve their goals by deception and flattery. Linguistic demagoguery predominates in political discourse.

Politicians' speeches are the examples of demagoguery as they do not contain constructive ideas, confuse the addressee, impose a certain vision of the problem and distract from urgent issues. Their language uses clichéd constructions, lexical repetitions, emotionally-coloured words and expressions, antitheses, illegal analogies, etc. Demagogic speeches increase distrust of the government and as a result increase the distance between the government and the people, which hinders the favorable development of society [21, p. 14].

Speech demagoguery and manipulation involve deliberate misleading the recipient. However, despite the similarity, there are differences between these phenomena. In the process of speech demagoguery, false ideas about reality are introduced into the consciousness of the addressee, while manipulation is based on the inaccessibility of independent sources of information for the addressee and provokes false conclusions from formally true premises [38, p. 17]. They create such conditions that force the addressee to accept the point of view of the manipulator.

It is very difficult to distinguish between manipulation and propaganda. Propaganda is the spread and the explanation of some views, ideas, knowledge, teachings in society [39, p. 246]. On the one hand, manipulation is seen as a component of propaganda [11], on the other hand, propaganda is considered to be a means of manipulation [39].

B. Bessonov called both types of influence “instruments of spiritual enslavement” [5]. The difficulty lies in the fact that it is not possible to clearly delineate the boundaries between these phenomena: in propaganda there is the

usage of implicit influence, and during manipulation it is possible to use propaganda techniques (e.g. information selection, distortion of facts, referring to a narrow circle of experts, demonization of the enemy, etc.).

The propagandist, like the manipulator, wants to subordinate the addressee to his will. “Propaganda contains the skillful usage of images, slogans and symbols, which plays on our superstitions and emotions” [3, p. 28]. But unlike manipulation, propaganda is based on ideology [11] because it is a process of purposeful dissemination, even the imposition of a certain system of views and ideas. The information reported may be true, half-true, or even false. In order the influence to be effective, the propagandist selects the necessary language means. Its purpose is to influence public opinion and behavior, to form a positive or negative attitude to the object or event.

Thus, the distinguishing features of propaganda are the open, aggressive nature of the flow, the emotional presentation of information and the presence of an idea that needs to be disseminated.

Neurolinguistic programming is a field in practical psychology and psychotherapy that deals with the creation of patterns of behavior and their implementation. The basics of neurolinguistic programming were developed by American scientists Richard Bandler and John Grinder in the mid-1970s [52]. Neurolinguistic programming is a system of describing the structure of subjective experience, which explains the specifics of coding the acquired information; communication model based on the identification and usage of standards of thinking; a set of techniques and operational principles (contextually dependent beliefs), on the basis of which effective strategies of thinking and behavior are modeled [29, p. 51]. Neurolinguistic programming deals with the problem of language influence on the programming of mental processes and other functions of the nervous system, as well as it studies how mental processes and the nervous system shape our language, language patterns and are reflected in them [51, p. 16]. Methods of neurolinguistic programming are at the intersection of several disciplines: psychology, psychotherapy, programming and linguistics. They help to

establish the relationship between language, thinking and human behavior. Language is seen as a means of communication, representation and programming. In our opinion, neurolinguistic programming differs from manipulation as it focuses on the psyche, the human brain, it allows you to acquire the necessary skills and abilities to become an effective communicator or subordinate a person to his will. Awareness of neurolinguistic programming methods gives people more variants of behavior [57]. Manipulation does not involve freedom of choice and immersion in the human subconscious.

Thus, the problem of manipulative influence contains many distinctive issues. One of them is the question of the relationship between manipulation and related phenomena – rhetorically organized speech, language demagoguery, propaganda and neurolinguistic programming. The basis of these processes is the desire of the addresser to influence the addressee, to subordinate him to his will, as well as to use the language as an instrument of influence. However, despite the similarities, these forms of influence have their own characteristics and differ from language manipulation. Rhetoric teaches to persuade, to influence in an open form so that the addressee consciously accept the offered point of view. Linguistic demagoguery is the use of unproven, deliberately distorted information, language stamps, emotionally coloured words and expressions in order to achieve results by deception and flattery. Propaganda is the popularizing of some ideology in order to influence public opinion and behavior. Neurolinguistic programming is an influence that changes the thinking and behavior of the recipient by introducing a certain psychophysical state.

### **1.3. The media as a tool for manipulating the mass consciousness**

Nowadays, the media has become the main tool for disseminating messages that affect the public consciousness. So, A. Moll notes that the media actually control our entire culture, passing it through their filters, separate individual elements from the total mass of cultural phenomena and give them special weight,

increase the value of one idea, devalue another, thus polarizing the entire culture. What did not get into the channels of mass communication today has almost no effect on the development of society [27, p. 120]. As a result, a modern person cannot practically avoid the influence of the media.

In this regard, the role of the press is changing significantly. Now its goal is not so much the dissemination of ideas as the dissemination of “incentives” that cause certain reactions [17, p. 194]. This becomes possible due to the fact that all information processes are carried out and operated thanks to the system of mechanisms of social and individual memory, with the help of which the flows of social information circulate, which also carry information of a manipulative nature [44].

The mechanisms of modern public memory and the existing information environment (an extensive media system) create optimal conditions for manipulating the mass consciousness [22, p. 145].

The material basis of public memory is represented by such mechanisms as sound articulated speech, neurophysiological mechanisms of the sign and conceptual memory of individuals. The ideal side of public memory is language, its semantic expressions that reproduce social specificity in self-consciousness and are passed on to the next generation [44].

Given the suggestive influence of a word [17, p. 63], language becomes a better means of manipulating consciousness, which is actively used by interested parties. So, no one really hides that the media serve the interests of the dominant oligarchy and do not claim objectivity [17, p. 195]. G. Lewis in his address to the staff of Time magazine said: “Imaginary journalistic objectivity, that is, the assertion that the author submits facts without any value assessment, is a modern invention, nothing more than a hoax. I reject and condemn it” [cited at 62, p. 331].

This approach means that such a discourse as the usage of language in a social context [61, p. 1] begins to take on special features. In the process of discursive activity, communicants extract from memory and process information, not only suggested by the context, but also which is stored at deeper levels of

memory and is contained in the layer of sociocultural knowledge [24]. This indicates the situational conditionality of the language associated with the involvement of a wide sociocultural context and conventional background knowledge [41, p. 151]. That is, an outwardly neutral message may contain a number of hidden ideas that will be understood at a subconscious level by the people themselves.

So, at this stage of the development of civilization, the media play an important role in shaping the views and beliefs of citizens, that is, in the manipulation of public consciousness. Let us consider in more detail the concept of manipulation of consciousness and the mechanisms of the manipulative impact of the media.

Manipulation of consciousness is a corresponding influence on the psyche, emotions and consciousness of a person with the aim of changing and managing their value orientations, the formation of artificial needs, motives, emotional mood for changing the behavior of the same person in the interests of the initiator of manipulative influence [23, p. 141].

By the definition of S. Kara-Murza, the manipulation of consciousness is an effect on the mental structures of a person; it is carried out secretly and sets as its task the change of people's opinions, motives and goals in the right direction [17].

O. Filatov identifies manipulation as a psychological influence on a person that is not always understood by him and which is designed to produce reactions (thoughts, feelings, actions) that are desired for the manipulator (or his customer), and not coincide with the objective interests of the person that is manipulated, or directly contradict them [37].

Thus, after analyzing the above definitions, we can conclude that the manipulation of consciousness allows to control the will, feelings and emotions of the object of influence; bring it to a state of inertia by implicit programming of thoughts, intentions, attitudes and behavior; hide true information from him; initiate the behavior of the object by misleading or affecting its possible weaknesses.

Manipulation of consciousness, according to G. Pocheptsov, becomes possible if it affects cognitive, communicative and resonant circuits [31, p. 114].

The use of cognitive schemes can be represented as an iceberg. The mass consciousness receives an indication of the top of the iceberg, followed by the entire amount of information associated with it.

Communicative schemes are manifested when the resonant technology is based on communication schemes already existing in society, involving opinion leaders (authoritative sources), the amount of which is 10-20% of the total population. The presence of this group allows to act with less intellectual and material costs.

Another example of the usage of proven circuits is actually resonant models. Their essence lies in the fact that in certain cases, from a set of situations, the media begin to “untwist” only some of them. Accordingly, knowing these patterns in advance, the media can help in obtaining the right set of information. There are two such resonant circuits that the media reacts to [31, p. 115]:

- 1) when there is a confirmation of rumors in the society;
- 2) when the realized situation conflicts with the existing image.

It is known that in the process of life, a person builds certain protective barriers to obtain undesirable information that is activated by the mind. In order to circumvent such a barrier of the psyche, it is necessary that the manipulative effect be directed at the senses, that is, at what is in the realm of the subconscious. In this case, by “charging” the necessary information with the necessary emotions, the manipulator can overcome the barrier of the mind and cause an explosion of passions in a person, causing him to worry. The most effective means of exposure is a reference to the emotion of fear. At the same time, the information necessary for manipulators penetrates into the unconscious almost without hindrance, and from there it enters consciousness after a while, since the psyche of an individual in a state of emotional stress cannot adequately evaluate all the information received – emotions dominate the mind.

These methods are introduced using specific methods of manipulating the mind, which mainly focus on the usage of the mechanisms of the human psyche [37]. In addition, such tools are used to manipulate the mind, as imposing a tense rhythm of life and limiting leisure time [37].

At the modern informational stage in the development of society, the intellectual need for knowledge is satisfied mainly through mass media. Media become a powerful tool for managing society, which is due not only to the leading role of the media in human life, but also to the specificity of the presentation of media material [37].

The main media tool is the word. Having an explicit and implicit meaning, a word can completely change the perception of a message, giving it a completely opposite meaning. This feature creates ideal conditions for manipulating public consciousness. Under the manipulation of consciousness, it is customary understood such an imperceptible effect on the psyche of the personality, the result of which is a change in the behavior, needs and value orientations of a person in the interests of the initiator of manipulative influence.

The weakest link in the protective barrier of the psyche is emotions, which, respectively, are of significant interest to the manipulator. One of the main and most powerful emotions of a person is fear. It is defined as the initial emotion that occurs in a situation of threat to the biological or social existence of an individual and is directed to the source of a real or imaginary threat. Language as a means of preserving national experience through verbalization of the phenomena of reality is one of the most effective ways of activating the emotions of fear and, accordingly, manipulating consciousness in the media.

#### **1.4. Tactical-strategic and anthropocentric approaches to the description of manipulation technologies in the media**

The analysis of linguistic scientific research in the field of the media discourse as a sphere of realization of manipulative influence shows that today the

phenomenon of language manipulation is the object of close attention of scientists. In the last decade, many researches have emerged to describe the mechanisms of manipulative influence on the mass recipient in the media. The study of these works allows us to conclude about the approach, which can be tentatively described as “tactical-strategic”: researchers identify and describe various language tactics and strategies used by the media in influencing the mass recipient. The key concepts in this approach to the study of language manipulation in the media discourse are the concepts of “tactics” and “strategy”. It should be stated that despite the fact that researchers share the opinion about the feasibility of usage of this approach to describe the studied phenomenon, there is still no consensus on the definition of these concepts.

In linguistics the strategy is understood as the sequence of actions used to achieve goals [53, p. 96]; the process of development and implementation of a communicative task aimed at effective influence on the addressee [26, p. 115]; optimal realization of the speaker's intentions to achieve a specific goal of communication, i.e. control and selection of effective communication techniques and their flexible modification in a particular situation [4, p. 133]; the principle of construction of some socially significant communication [58]; sequence of speech actions organized depending on the purpose of interaction [16]; automatic and unconscious, but the main feature of communication [56, p. 288]; a set of theoretical techniques aimed at achieving a communicative goal, which are planned in advance and implemented by the speaker during the speech act [19, p. 18-19]; a means of achieving a high level of success of the statement [55]; the most important task of the speaker, aimed at achieving a communicative or practical goal and designed for a certain perlocutionary effect [30, p. 277].

In linguistics the tactic is understood as a way of speech influence, a set of speech means, a way of strategy implementation [6, p. 12]; a certain line of behavior at a certain stage of communicative interaction, aimed at obtaining the desired effect or preventing the undesirable effect [4, p. 136]; a set of practical techniques in the real process of language interaction [19, p. 18-19]; certain speech

action aimed at solving the problem within one strategic goal [30, p. 277; 16]; speech action, which corresponds to a certain stage in the implementation of a strategy and is a set of implicit influential techniques organized in a certain way and aimed at achieving the desired effect or preventing undesirable results [45, p. 51].

However, no matter how insignificant, in our opinion, differences in understanding the basic concepts of tactical-strategic approach in the study of the media discourse with a dominant manipulative intention might be, the main approach of these studies is to describe the communicative tactics and strategies aimed at manipulating the mass consciousness. At the same time, the sets of tactics and strategies analyzed by researchers are quite diverse.

American linguist Noam Chomsky identifies ten strategies for manipulating in the media: 1) distraction; 2) creating a problem – offering a solution; 3) strategy of gradualness; 4) postponement strategy; 5) flirting with the people; 6) more emotions than reflections; 7) keeping people in ignorance and mediocrity; 8) encouraging the masses to indulge in mediocrity; 9) increasing the feeling of guilt; 10) knowing more about people than they know about themselves [40].

G. Hernes suggests the following tactics to interpret and reshape events in different ways [cited at 48]: 1) sharpness – summarizing and choosing the angle to use; 2) concretization – avoiding abstractions and preferring the specific to general; 3) simplification – a complex reality is made comprehensible to the reader; 4) polarization – attention is drawn to the opposite; 5) intensification – attention is drawn to a conflict rather than to consensus; 6) personification – events are often described from the individual's viewpoint with unusual or interesting qualities.

J. Bengtsson adds another tactic used in the media [49, p. 79]: stereotyping – what is depicted must fit into a given set of roles, for example that of a villain or a saint.

A. Antonova challenges the legitimacy of the tactical-strategic approach, because during the analysis of the same material there are completely different strategies and tactics. The author points out the lack of unified criteria by which it

would be possible to determine the possibility of allocating a strategy or tactics in a separate position and expresses doubts about the existence of strict correspondences between specific language tools and their implementation in a particular strategy. As an alternative to the tactical-strategic approach A. Antonova suggests anthropocentric approach, which is based on a system of means of speech manipulation, aimed at actualization the purposes of manipulation of the addresser [2, p. 50]. Actualization of the purposes of manipulation of the addresser occurs on three levels [2 A, p. 55-56]:

1) at the etophysiological level (instinctive programs and reactions, peculiarities of perception of forms of matter, basic emotions and bases of tribal morality that have a biological nature);

2) at the socio-evolutionary level, which relates to the peculiarities of mass consciousness relevant to the implementation of language manipulation (socio-evolutionary level);

3) at the social-determined level, which actualizes the stereotypes of behavior in a given factual situation and attitude to the traditions of the genre.

Within the anthropocentric approach A. Antonova identifies three types of actualizers of the purposes of manipulation [2, p. 125-126]:

1) actualizers-nominees (denote the planned distant and contact perlocutionary effects of the manipulator);

2) actualizers-associates (mostly signs of secondary nomination that evoke associations with the planned perlocutionary effects of the manipulator, for example, metaphor);

3) actualizers-paradoxes, for example, comic speech acts.

During the analysis of tactical-strategic and anthropocentric approaches it was justified that the presence of one does not exclude the existence of another. Strategies and tactics do not exclude anthropocentric orientation within the discourse in which they are implemented to achieve the desired effect. At the same time, the means of language aimed at actualizing the purposes of manipulation of the manipulator can be attributed to strategies or tactics of speech manipulation.

The analysis of language material can be carried out on the basis of both approaches. Thus, when describing the means of manipulation in the media discourse, we will take into account both approaches.

Each type of manipulation in the media is carried out with help of language means and speech techniques. “Manipulative speech technique is a way of constructing a statement or text” [20, p. 48], which allows you to achieve a manipulative goal. Linguistic means are means of different levels of language: phonetic, lexical, morphological, and syntactic. A unified classification of means and techniques of manipulation has not been developed yet. The difficulty is that one and the same statement is perceived differently by people. It is not always possible to reveal the true intentions of a journalist, to take into account the individual peculiarities of the addressee’s psyche and other extralinguistic factors of the speech situation that affect the perception of the text.

There are several speech levels of manipulative influence:

1) manipulation of information: ignoring (hiding information from its recipient), selection (omission and submission of only beneficial information), shuffling (emphasizing only the beneficial (for the manipulator) aspects of the phenomenon), distortion (reduction, exaggeration, violation of proportions), inversion (replacement of “black” by “white”), construction (inventing data that do not exist in reality), information presented in small portions (fragmentation of information) [20, p. 109-110];

2) paralogical techniques, which are conscious and purposeful deviations from the laws and rules of formal logic, are divided into 2 groups: a) a group of techniques based on non-compliance with the law of sufficient grounds; b) a group of techniques in violation of the postulate of quantity, which are also called paraquantitative rhetorical techniques. The techniques contained in the second group are also a kind of methods of manipulating, which include: aposiopesis (a technique that consists in deliberately not agreeing on a statement and marked by three full stops in writing); allusion (hint at any historical, political, cultural or domestic fact); semantic omissions in the utterance that are not expressed

intonationally or graphically; elliptical comparisons [20, p. 76-77]; reception of generalization of supporters of the speaker's point of view (based on the use of the pronoun *we* with vague meaning, indefinite or generalized-personal sentences, as well as sentences with a predicate in passive voice); technique of presupposition or assertion [46, p. 139]; statements that contain more information than required [54, p. 144-145];

3) stylistic devices – hyperbole, epithet, metaphor, as well as oxymoron, homonymy, etc.

Thus, the anthropocentric approach still does not exclude the usage of a tactical-strategic approach in the study of the mechanisms of manipulative influence in the media discourse. The tactical-strategic approach allows revealing and describing the tendencies and regularities in the usage of language means when manipulating the mass recipient in terms of strategies and tactics. However, the usage of a tactical-strategic approach is possible only after identifying a clearly defined system of criteria on the basis of which the manipulation tactics and strategies of the manipulator are built, which is impossible without an anthropocentric approach. So, we recognize these approaches as consistent and complementary: after the construction of an anthropocentric model of manipulation, it is possible to designate its speech techniques as tactics and strategies using appropriate linguistic means.

### **Conclusion to Chapter 1**

Manipulation is a complex psycholinguistic process, a kind of speech influence. The main features of manipulation are: the hidden nature of influence, the desire to subordinate the addressee to one's will, to change his views, perceptions, etc.; artificial mastery of words and psychological skills; special speech organization of the text, which contributes to the emergence of delusions in the mind of the addressee; creating the illusion of decision-making independence and the lack of a protective reaction in the recipient. Together, all these features

distinguish manipulation from other methods of speech influence (persuasion, motivation) and related phenomena (rhetorically organized speech, speech demagoguery, propaganda, neurolinguistic programming).

Manipulation is a distinctive feature of media discourse. The information that a journalist mentions in his media texts is not always reliable and full, which allows creating such an idea of reality, which is necessary for the manipulator. The addressee who uncritically perceives the specified information and is ready to trust another person's opinion, i.e. a concrete journalist, is most exposed to influence from the manipulator.

To study the system of means of language manipulation in the media, it is necessary to use an anthropocentric approach, which allows to study this system as an imprint of the system of the goals of manipulation of the mass recipient, and a tactical-strategic approach, which allows to study this system in terms of strategies and tactics of manipulation of the mass recipient. At the same time, the system of goals of manipulation of the mass recipient is a multilevel formation and contains the intention of actualization of etophysiological goals of manipulation of the mass recipient (instincts, basic emotions, peculiarities of physiological perception, peculiarities of perception of time, movement and space), the intention of actualization of the socio-evolutionary goals of manipulation of the mass recipient (level of expediency, binarism of thinking and evaluation), the intention of actualization of genre-based goals of manipulation of the mass recipient (existing problem), as well as the intention to form associations.

Manipulative speech acts form media texts, which are manipulative units aimed at achieving a specific dominant planned perlocutionary effect.

Manipulative speech acts contain key message signs, by means of which the manipulator actualizes the purposes of manipulation by the mass recipient. These signs can be divided into actualizers-nominees (which are explicitly called the planned perlocutionary effect), actualizers-associates (who nominate the concepts associated with the planned perlocutionary effect), and actualizers-paradoxes.

Manipulative influence is carried out with the help of different speech techniques: manipulation of information; paralogical techniques, which are conscious and purposeful deviations from the laws and rules of formal logic; and stylistic devices.

## CHAPTER 2

### LANGUAGE MEANS AND SPEECH TECHNIQUES OF IMPLEMENTATION OF MANIPULATION TECHNOLOGIES IN THE MEDIA IN THE CONTEXT OF THE COVID-19 PANDEMIC

#### 2.1. Phonetic means of manipulation

Analysis of media texts on the Covid-19 pandemic proves that the phonetic level of language provides journalists with such rhythmic means of influence as alliteration and assonance, paronymic attraction, which is a semantic convergence of words with a similar phonetic composition (sound). Paronymic attraction is rarely used, but it is a very effective means of achieving a perlocutionary effect. These tools actualize the etophysiological goal of manipulation, the “phylogenetic memory of ritualization”. In the media text, intonation is represented by a graph. For example:

***FOR** Nigeria, which has just recorded its first novel coronavirus death, the tragic footprints of the global pandemic have become inescapable (The Punch, March 24, 2020).*

***AS** the country braces for the inevitable adverse economic impact of the raging coronavirus pandemic, the federal and monetary authorities, the legislature and the private sector have separately been rolling out a raft of measures to stave off catastrophe (The Punch, March 31, 2020).*

In the given microtext, the graphs *FOR* and *AS* actualize the etophysiological purpose of manipulation “phylogenetic memory of ritualization”.

Alliteration is considered to be a means of additional emotional influence, the so-called “musical accompaniment” of the main idea of the media text. The manipulator focuses on words that are alliterated. It helps to draw readers' attention to phrases and ideas that he considers to be important. To express the main idea of his media text, the journalist chooses similar vocabulary. The usage of this phonetic means of manipulative influence consists in repetition of the initial

consonants in words that are located next to each other; its function is to focus on the content through form, to create a rhythm of speech.

Alliteration and paronymic attraction as phonetic means of manipulative influence are quite rare in media texts, but it should be noted that journalists still use these means to achieve a certain perlocutionary effect. For example:

*“Using the word pandemic now does not fit the facts, but it may certainly cause fear,” the WHO director general, Dr Tedros Adhanom Ghebreyesus, warned on Monday (The Guardian, February 25, 2020).*

*And we are learning the whole time. With each local outbreak, we see what works well and what not so well, so that we do better next time (GOV.UK, 2020).*

In the given microtexts alliteration *not fit the facts, cause fear, we see what works well and what not so well* enhances the perlocutionary effect.

In their media texts, journalists also use assonance, which means repetition of the same or similar vowels in the utterance, this phenomenon can usually be observed in stressed syllables. An inaccurate rhyme is sometimes called assonance if the stressed vowels are similar. Cases of using rhyme and assonance in the media texts are quite rare, but sometimes journalists use such a means of speech, as this means performs a rhythm-forming function. For example:

*Britain has finally declared war on Covid-19. Ministers say that the science left them no alternative but to fight. **This was never a war of choice. The virus is no ordinary foe.** (The Guardian, March 17, 2020).*

In the given microtext, the manipulator, using the assonance of *war of choice* and *ordinary foe*, is aimed at attracting the largest number of readers, as rhythm is very important for the recipient, and moreover, with a certain rhythm you can highlight important words in speech and thus you can convey your opinion better.

To manipulate the mass recipient, a phonetic device such as anaphora is also used, which consists in repeating similar sounds at the beginning of two or more words. Anaphora was used in the media texts in order to emphasize the main idea the journalist wants to convey to the mass recipient. For example:

*Boris Johnson's declaration of war on an invisible, elusive and advancing foe was long overdue. (The Guardian, March 24, 2020).*

In the given microtext, the usage of the anaphora *invisible, elusive, advancing* conveys a certain consistency of mood. The journalist uses this means of manipulation, because he has to convince the mass recipient that the problem is extremely serious.

We should also pay attention to the speech of journalists, namely its rhythm and tempo. Watching and analyzing news releases, we can conclude that journalists use prosodic means to create an emotional channel of influence on the recipient. There are pauses and a logical emphasis on the necessary and important words. Moreover, they emphasize the words they need, not only with the help of pauses, but also with the help of intonation. The pitch is average and corresponds to the communicative type of utterance. Significant changes in the pitch of the voice within the utterance are not observed. Speech volume is slightly higher than in everyday life. Journalists' speech is perceived more emotionally due to the higher tempo and volume.

Thus, journalists often use phonetic means of manipulation, as they have two distinctive properties. Firstly, they are able not only to convey the rhythm of the speaker's feelings, but also through their syntactic placement to describe the trajectory of a particular action. Secondly, they help to rhythmize speech, making it not only understandable but also beautiful. Moreover, they help to make journalists' speech accessible, pleasant to listen to and, most importantly, understandable to all members of the mass recipient.

## **2.2. Morphological means of manipulation**

The morphological level of language also provides journalists with a specific means of manipulative influence.

Morphological level often actualizes the ethophysiological purpose of manipulation, such as the “phylogenetic memory of ritualization”, which is

achieved through repetitions of root and affix morphemes both within a single sentence and within a single microtext. For example:

*The culprit, they say, is a virus never seen before in humans; a **newly** discovered member of the coronavirus family or even a **new** guest... (Molteni, 2020).*

In the given microtext, the effect of rhythmization of manipulative message is achieved by repeating the root morpheme *new*.

*Not much is known about COVID-19 as experts are still gathering information about the virus. All hands should be at the plough; apart from mobilising all health professionals like Lagos and many countries who have **recalled retired care givers, student doctors and other volunteers**, other states and the government should follow and mobilise all segments of the society to confront this plague (The Punch, March 24, 2020).*

In the given microtext, the manipulator uses the repetition of affix morphemes (prefix *re-* and suffix *-er*) to actualize the corresponding purpose, as well as to enhance the contact perlocutionary effect. Metaphor *All hands should be at the plough* enhances the perlocutionary effect.

Affix morphemes are often used by journalists to actualize the goal of “binarism of thinking and evaluation” in the formation of various oppositions (explicit, indirect, logical and evaluative). These are usually affix morphemes used to form degrees of comparison of adjectives that are epithets that characterize the pandemic in comparison. For example:

*Covid-19, the disease caused by this new virus, appears to be between seven and 20 times more deadly than seasonal flu, which on average kills between 300,000 and 650,000 people globally each year. But that fatality rate could prove to be much **lower**, especially if it turns out that many **milder** cases have evaded detection. (NYT, February 29, 2020).*

*The war against the virus is one we all have to fight together, the **longer** the pandemic persists the worse its effects will be. (China Daily, March 26, 2020).*

The affix morpheme *-er* (*lower, milder, longer*) is used in the given microtexts to create an indirect contrast without explicitly denoting the problem. However, it is clear from the text that the death rate from seasonal influenza may be significantly lower than that from coronavirus, especially if milder cases have not been included in the statistics.

*The Prime Minister will set out a roadmap for the next phase in our strategy to tackle coronavirus. Changing our behavior is the single **biggest** thing that's beaten back this virus (GOV.UK, 2020).*

In the given microtext, the usage of the affix morpheme *-est* (*the biggest*) is similar to the previous example: the superlative degree of comparison of an adjective is used to indirectly denote a situation. It is clear from the text that changing tactics is the only best way to struggle against a pandemic.

It should be mentioned that root morphemes, which are part of complex words, have a rather large manipulative potential, as these morphemes can be nominees and associates, actualizing various groups of purposes of manipulative influence on a mass recipient. For example:

*Here we are in 2020, with Asians being assailed across the United States and around the world as purported sources of the “Chinese flu”, the “Wuhan coronavirus” or simply the “foreign virus”. Once again, a mysterious, **fast-spreading** and sometimes lethal disease is exacerbating racism and hatred — only now with the help of the potent megaphone of social media (NYT, March 23, 2020).*

In the given microtext, the root morpheme of the epithet *fast-spreading* actualizes the etophysiological purpose of manipulation of “perception of space and time” (the morpheme *fast* indicates the speed of spreading of the virus).

Thus, the analysis of media texts proves the usage of root and affix morphemes in order to manipulate the consciousness of the mass recipient. By repeating these morphemes, the manipulator attracts the reader's attention, fixes the information in his mind, activates associative and figurative thinking.

### 2.3. Lexical means of manipulation

Perhaps the lexical level of language provides the journalists with the richest variety of manipulative means. Almost all types of manipulation of the mass recipient can be actualized with the help of lexemes. Let's consider some examples of implementation of intentional components of manipulative intention by means of units of lexical level of the language.

First of all, the conceptual metaphors used by journalists to describe the fight against the pandemic in the world should be mentioned in this group. The analysis of media texts proves the usage of such conceptual metaphors as *battlefield*, *wartime*, *invisible enemy*, *invisible killer*, *declare a war*, which have a negative meaning and are aimed at evolving fear. For example:

*The World Health Organization declared Covid-19 a global pandemic this year... The **battlefield** is ready (CNBC, 2020).*

*President Trump claimed to the American people that he was a **wartime** leader... (The Daily Progress, 2020).*

*Trump is struggling against two **invisible enemies**: the coronavirus and Joe Biden (The Conversation, 2020).*

*And we are buying millions of testing kits that enable us to turn the tide on this **invisible killer** (GOV.UK. 2020).*

*Britain has finally **declared war** on Covid-19. Ministers say that the science left them no alternative but to fight. This was never a war of choice. The virus is no ordinary foe. (The Guardian, March 17, 2020).*

In these microtexts, the conceptual metaphors *battlefield*, *wartime*, *invisible enemy*, *invisible killer*, *declared war* actualize such a goal of manipulation of a mass recipient as the “basic emotion of fear”. Like any war, the virus naturally provokes fear, despair, especially when the enemy is strong and unknown and requires a lot of effort.

At the same time, the analysis of media texts proves the usage of metaphors that have a positive meaning. For example:

*Thanks to the leadership of President Trump and the courage and compassion of the American people. Our public health system is far stronger than it was four months ago, and **we are winning the fight against the invisible enemy** (Pence, 2020).*

*And always remember – **we will get through this, and we will beat it together** (COV.UK, 2020).*

In the given microtexts the usage of metaphors *we are winning the fight against the invisible enemy, we will get through this, and we will beat it together* demonstrates a positive attitude and optimism to victory. Declaring a war on the Covid, there is hope that the disease will soon come to an end, as all wars do.

In the media texts, various purposes of manipulation are also actualized by single-section lexemes-nominees of different perlocutionary effects. For example:

*The Guardian view on the Covid-19 strategy: insuring against a **killer** (The Guardian, March 31, 2020).*

*The **war** against the virus is one we all have to fight together, the longer the pandemic persists the worse its effects will be. (China Daily, March 26, 2020).*

In the given microtexts they use the lexemes-nominees *killer* and *war*, which name basic emotions, that are the planned contact perlocutionary effects of the manipulator.

Very often in the media texts, journalists use lexemes-nominees that reveal the main roles that the virus plays as a person: a criminal, a guest. It is obvious that such original domains as a human being belong to everyday life and experience, which make these metaphors easy to understand and they easily convince society that something is the truth or a lie. For example:

*The **culprit** they say, is a virus never seen before in humans; a newly discovered member of the coronavirus family or even a new **guest**... (Molteni, 2020).*

*If this virus were a physical assailant, an unexpected and invisible **mugger**, which I can tell you from personal experience it is, then this is the moment when we have begun together to wrestle it to the floor (Shropshire Star, 2020).*

In the given microtexts, the lexemes-nominees *culprit*, *mugger*, *guest* indicate that the Covid is not only a criminal (*culprit*, *mugger*), but it can also become a family member or come without being invited (*guest*), which is a danger to the world community. At the same time, the manipulative influence is enhanced by the metaphor *to wrestle it to the floor*.

An important role in the actualization of various purposes of manipulation in the media texts is played by lexemes-associates with contact perlocutionary effects of manipulative messages. Like lexemes-nominees, lexemes-associates can actualize many purposes of manipulation. For example:

*In the wake of the outbreak of the virus in China, the country received **heart-warming** support of various kinds from many countries and a number of international and regional organizations, which consolidated the Chinese people's confidence that they would be able to overcome the virus. (China Daily, March 30, 2020).*

In the given microtext, the manipulator uses the lexeme-associate *warming*, which actualizes the etophysiological purpose of manipulation of the exteroceptive sublevel and which creates the image of a pleasant tactile sensation. It should be mentioned that quite often lexemes-associates are units of secondary nomination, i.e. lexical units formed by lexical metaphorization (lexical metaphor) or used figuratively, as in the given microtext (stylistic metaphor).

*What has altered is the nature of the **threat**. Covid-19 is 50 times more **deadly** than swine flu. It is far more easily transmitted. The world is more globalised, heightening the **risk** of rapid spread of the virus, especially one that travels with close contact. (The Guardian, March 31, 2020).*

In the given microtext, the manipulator uses several lexemes-associates, which actualize such a goal of manipulation of a mass recipient as “basic emotion of fear” (*deadly*, *threat*, *risk*).

Manipulative influence on the mass recipient at the lexical level can be carried out with the help of lexemes-neologisms, which the manipulator uses occasionally and which are not recorded in the dictionary. For example:

*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 (The Economist).*

The given microtext is an example of the usage of neologisms, which are created according to the model of a complex noun (*corona-chief, coronabonds*), to actualize various purposes of manipulation.

Suppletive forms of some units of the lexical level play an important role in the actualization of specific purposes of manipulation. For media texts lexemes that denote the concept of evaluation are very important. They are accessible to any representative of the mass recipient: concepts of opposition “good-bad”, “better- worse”, “the best- the worst”. By offering the mass recipient a ready-made direct or indirect opposition, expressed by these lexemes, the manipulator actualizes the socio-evolutionary goals of manipulation (“level of accessibility” and “binarism of thinking and evaluation”). For example:

*The war against the virus is one we all have to fight together, the longer the pandemic persists **the worse** its effects will be. (China Daily, March 26, 2020).*

*Covid-19 has infected millions of Americans and killed 125,000, while causing **the worst** economic crisis since the Great Depression (Zumbrun, 2020).*

There are many examples in media texts with these suppletive forms. This is explained by the fact that the principle of the level of accessibility of the mass consciousness (and the consciousness of the mass recipient) requires the simplest indication of the quality of the evaluated objects, phenomena and actions (good-bad).

Actualization of the purposes of manipulation of the mass recipient by means of verbal lexemes also has its peculiarities. The verbs *to kill, to fight, to sabotage* contribute to effective formation of the corresponding images – the negative image of the pandemic and the negative image of its consequences through the cognitions formed by the logic of causation. For example:

*Covid-19, the disease caused by this new virus, appears to be between seven and 20 times more deadly than seasonal flu, which on average **kills** between 300,000 and 650,000 people globally each year (NYT, February 29, 2020).*

*Covid-19 has **sabotaged** the usual election-year registration drives that brings millions of new voters into the electorate, which could disadvantage Democrats who traditionally benefit from younger voters (The Conversation, 2020).*

In the given microtexts, the verbal lexemes *kills* and *sabotaged* actualize the basic emotions of fear and anger in the mass recipient. These emotions arise as a result of the formed cognition “the problem has negative consequences”.

When talking about the manipulative potential of lexical units that function within the media text, special attention should be paid to adjectives and adverbs that play the role of attributes of nouns that nominate the problem and its consequences, and thus give them the appropriate characteristics. Such lexemes, which often are epithets (if we define their stylistic function in the text), are multifunctional actualizers, as they can actualize several purposes of manipulation. For example:

*FOR Nigeria, which has just recorded its first novel coronavirus death, the tragic footprints of the **global** pandemic have become inescapable. (The Punch, March 24, 2020).*

*The mutation of covid-19 from a Chinese crisis into a **global** one came to a three-pronged strategy to cushion the blow from the virus on the public services, on households and on businesses; Governments around the world took extraordinary measures to curb the novel coronavirus and alleviate its economic consequences (The Economist).*

In the given microtexts, the adjective *global* indicates the global nature of the problem. At the same time, these lexical units also characterize the consequences that have arisen as a result of the existing problem (*the tragic footprints of the global pandemic have become inescapable, alleviate its economic consequences*).

Thus, journalists use a considerable arsenal of lexical means of manipulative influence: lexemes-nominees, lexemes-associates, lexemes-neologisms, verbal lexemes, suppletive forms of some lexemes, etc. These tools are designed to make the message to the mass recipient bright and memorable. The purpose of these means is to convince the mass recipient that the problem is extremely serious.

#### 2.4. Syntactic means of manipulation

As manipulative units of the syntactic level, we propose to consider such units as metaphorical phrases and metaphorical sentences, which play the role of actualizer-associate; phraseological phrases as units of secondary nomination, which play the role of an associate sign, the basis of which is semantic transfer; polysyndeton, rhetorical questions, simple sentences, and some other syntactic means with manipulative potential.

Metaphors as associate signs that give the mass recipient a ready-made image by a one-time comparison of what is being described with an object or phenomenon that is endowed with the necessary features of the manipulator's message are often used in the media text. According to the analysis of media texts, the most common type of metaphors in the corresponding type of the text is a metaphorical phrase with the structure *N (or noun phrase) + of + N (or noun phrase)*, where the first noun figuratively characterizes the second. For example:

*In the wake of the outbreak of the virus in China, the country **received heart-warming support of various kinds** from many countries and a number of international and regional organizations, which consolidated the Chinese people's confidence that they would be able to overcome the virus. (China 35 Daily, March, 2020).*

The usage of the somatic metaphor *received heart-warming support of various kinds* in the given microtext is due to the intention of the manipulator to actualize the etophysiological purpose of manipulation “features of physiological perception”.

Besides the metaphorical phrases formed by type *N + of + N*, metaphors formed by type *V (or verb form) + into + N (or noun phrase)* are also often used. For example:

*That was how Coronavirus (Covid-19) stole into our lives virtually undetected and throwing the entire world into panic and a frenzy to find a cure and a vaccine (COCA, 2020).*

In this microtext, the metaphor *to steal into one's life* actualizes the peculiarities of possible future consequences, creating a negative image of something unstable and unpredictable.

As for metaphorical sentences, their usage is also quite common in the media texts. As we have already mentioned, the popularity of the metaphors is explained by its multifunctionality: firstly, by its form – a figurative representation of the actual situation – the metaphor actualizes the socio-evolutionary purpose of manipulation “level of accessibility”; secondly, by the content of the image – a number of other purposes. Therefore, long metaphors, available within a single statement, are also often used. For example:

*The Prime Minister will set out a roadmap for the next phase in our strategy to tackle coronavirus. Changing our behavior is the single biggest thing that's beaten back this virus (GOV.UK, 2020).*

*Thanks to the leadership of President Trump and the courage and compassion of the American people. Our public health system is far stronger than it was four months ago, and we are winning the fight against the invisible enemy (Pence, 2020).*

These microtexts contain metaphorical sentences. Metaphors *will set out a roadmap, that's beaten back this virus, we are winning the fight against the invisible enemy*, which are constructive building images, form positive associations in the mass recipient, give hope that the coronavirus will be beaten.

*I want to thank everyone who is working flat out to beat the virus. Everyone from the supermarket staff to the transport workers, to the nurses and doctors on the frontline (GOV.UK, 2020).*

In the given microtext, the phraseological phrase *on the frontline* actualizes the goal of “level of accessibility”, presenting a group of people who are taking active measures to overcome the pandemic.

Within one statement, there can be various oppositions (antitheses) that actualize such an important socio-evolutionary goal of manipulation of a mass recipient as “binarism of thinking and evaluation”. For example:

*The coronavirus is **bringing** Americans **together** locally even as it exposes their **divisions** (The Economist).*

*The pandemic will have many **losers**, but it already has one clear **winner** (The Economist).*

*Mr. Trump has proclaimed himself a “war president.” Why, then, won’t he rally Americans around this cause? **Winning** this war will require shared sacrifice, and tremendous short-term hardship for Americans. But **failure** would mean devastating loss of life and prolonged, widespread economic pain. (NYT, March 24, 2020).*

These microtexts contrast situations in different localities (*bringing Americans together locally and it exposes their divisions*), possible future consequences and present consequences (*will have many losers and it already has one clear winner*), different ways of developing events (*Winning this war will... and failure would mean*).

Quite often, journalists use polysyndeton to express the main idea of the text, providing manipulative influence not only at the level of repetition of specific information, but also due to repetition of a part of the statement, which combines the text as a syntactic element and shows the set and integrity of ideas. For example:

*But **it takes** political decisiveness to lock down a city or area. And **it takes** doctors, nurses, sickbeds, testing kits, breathing machines, medical oxygen, plus large amounts of disinfectant, surgical masks, protective overalls and goggles each day, to give purpose to the lockdown. (China Daily, March 26, 2020).*

Considering this microtext from the point of view of manipulative influence, it is obvious that the main task of the manipulator is to expand the idea and reveal the key points. With the help of polysyndeton, the manipulator creates an emotionally positive atmosphere, emphasizing the importance of each element.

Analysis of the media texts proves the presence of synonymous lexemes, which are used in the same context as subjects of the sentence. It leads to personification of a problem. For example:

*Last weekend the virus reduced cinema ticket receipts by 20 % (The Economist).*

In the given microtext a completely material image of the Covid-19 is created, which interferes in all spheres of human activity and affects them: it makes changes, destroys, and leads to disaster.

Regarding the types of sentences, depending on the purpose of the statement used in manipulative microtexts, it is worth mentioning the following: firstly, a large number of constructions available in the media texts are represented by statements; secondly, it is quite rare, but there are cases when journalists use interrogative sentences in the form of a rhetorical question. For example:

*Mr. Trump has proclaimed himself a “war president.” **Why, then, won’t he rally Americans around this cause?** (NYT, March 24, 2020).*

***What has altered is the nature of the threat?** (The Guardian, March 31, 2020).*

In the given microtexts, the manipulator makes a manipulative influence through the emotional perception of the idea, attracting the attention of readers and forcing them to use their own consciousness. The main advantage of these means of manipulative influence is the programming of specific ideas in the minds of readers. The idea of a manipulator is not interpreted, because various variants of events are on the surface, and it helps to influence the consciousness of the mass recipient.

Another characteristic feature of the usage of syntactic means in the process of manipulation of the mass recipient is the usage of simple sentences to actualize

the socio-evolutionary purpose of manipulation “level of accessibility”. For example:

*“Using the word pandemic now does not fit the facts, but it may certainly cause fear,” the WHO director general, Dr. Tedros Adhanom Ghebreyesus, warned on Monday. As concern spreads, **economic effects are growing alongside the human toll. Stock markets have taken a hammering. Airlines are suffering. Major international events are being cancelled. And companies dependent on Chinese-made components have halted production** (The Guardian, February 25, 2020).*

In the given microtext, short sentences provide a quick perception of the idea. In addition, the sequence of nominative sentences creates a certain rhythm of the message, which also contributes to the actualization of the etophysiological purpose of manipulation by the mass recipient “phylogenetic memory of ritualization”.

Thus, journalists use many syntactic means of manipulative influence in their texts, making them clear, dynamic, inspiring and motivating to action. Using these syntactic means of manipulative influence, the journalists express their ideas and point out the existing problems.

## **Conclusion to Chapter 2**

The implementation of the manipulative technologies in the media texts has its peculiarities related to the actualization of the specific purposes of manipulation by means of different levels of language.

At the phonetic level, journalists use such manipulative means as intonation (in the media texts, a graph), assonant and alliteration, as well as paronymic attraction. Phonetic repetitions and intonation are used to actualize the etophysiological goal of manipulation “phylogenetic memory of ritualization”, as well as to enhance the effect of actualizing other goals of manipulation.

At the morphological level journalists use morphemes that actualize such goals of manipulation of the mass recipient as “phylogenetic memory of ritualization” (morphemic repetition) and “binarism of thinking”.

The lexical level of language represents a wide range of means of actualization of almost all purposes of manipulation with the help of conceptual metaphors, lexemes-nominees, lexemes-associates and lexemes-neologisms.

At the syntactic level among the most frequent means with high manipulative potential we can mention the metaphorical phrase, which plays the role of an associate, phraseological phrase, rhetorical questions, simple sentences and repetitions within the sentence. The set of purposes of manipulation of the mass recipient which are actualized by means of these syntactic means, is big enough and covers all levels of the purposes of manipulation.

Although there are no strict correlations between the means of a particular language level and the implementation of these means in the particular media text, we indicate certain patterns of usage of the means we have identified in their media text implementation. Phonetic means, among which we have mentioned intonation (represented by graphs in the media texts), paronymic attraction and phonetic repetitions (assonance and alliteration), are used by manipulators only in reiterative texts. Morphological means also do not have universal use, as they do not occur in emphatic media texts and media texts that actualize such goals of manipulation of the mass recipient as “instinct”, “basic emotion”, “level of accessibility”, “the principle of expediency”. Lexical and syntactic means are universal. They are implemented in manipulative media texts of all types we have identified.

## CONCLUSION

The study gives grounds to draw the following conclusions and theoretical generalizations:

1. Manipulative influence is considered to be a psycholinguistic process, which consists in the addresser's usage of language means to make an implicit psychological influence on the addressee in order to root in the psyche of the addressee goals, desires, thoughts, intentions, emotions, guidelines, interests of the addresser.

Characteristic features of manipulative influence are as follows: the implicit nature of the influence, the recipient's unawareness of what is happening; the desire to subordinate the addressee to his will, often without taking into account his interests; the manipulator has certain knowledge, skills – skillful mastery of words and psychological skills; special linguistic organization of the text, which contributes to the emergence of delusion in the mind of the interlocutor; creating the illusion of decision-making independence of the addressee; lack of protective reaction in the recipient.

2. The distinction between language manipulation and related phenomena (rhetorically organized text, linguistic demagoguery, propaganda, neurolinguistic programming) is a debatable issue, as there is no generally accepted classification of manipulative means and techniques. The main difficulty is that in practice there is a mixture of types and methods of influence. But still we distinguish language manipulation from these forms of influence. Thus, the main difference between rhetorically organized speech and language manipulation is that it is an open influence, during which the views of the addressee change consciously, and not against his will. In the process of speech demagoguery, false notions of reality are introduced into the addressee's mind, while manipulation is based on the inaccessibility of independent sources of information for the addressee of speech and provokes false conclusions from formally true premises. They create such conditions that force the addressee to accept the point of view of the manipulator.

Distinctive features of propaganda are the open, aggressive nature of the flow, the emotional presentation of information and the presence of an idea that needs to be disseminated. Neurolinguistic programming differs from language manipulation as it focuses on the psyche, the human brain, it allows you to acquire the necessary skills and abilities to become an effective communicator or subordinate a person to your will. Awareness of neurolinguistic programming methods gives people more variants of behavior. Language manipulation does not imply freedom of choice and immersion in the human subconscious.

3. At the modern informational stage in the development of society, the intellectual need for knowledge is satisfied mainly through mass media. Media become a powerful lever for managing society, which is due not only to the leading role of the media in human life, but also to the specificity of the presentation of media material. The main media tool is the word. Having an explicit and implicit meaning, a word can completely change the perception of a message, giving it a completely opposite meaning. This feature creates ideal conditions for manipulating public consciousness. Under the manipulation of consciousness, it is usually to understand such an imperceptible effect on the psyche of the personality, the result of which is a change in the behavior, needs and value orientations of a person in the interests of the initiator of manipulative influence.

4. During the analysis of tactical-strategic and anthropocentric approaches it was justified that the presence of one does not exclude the existence of another. Strategies and tactics do not exclude anthropocentric orientation within the discourse in which they are implemented to achieve the desired effect. At the same time, language means aimed at actualizing the goals of manipulation of the mass recipient can be included into strategies or tactics of manipulation. The analysis of the language material was carried out on the basis of both approaches. Thus, when describing the means of manipulation in the media texts, we took into account both approaches.

5. In order to get a complete picture of the system of means of manipulative influence in the media texts, we have analyzed the pragmatic potential of language

levels in terms of providing the process of manipulative influence with the necessary manipulative units. To perform such an analysis, we outlined the following language levels: phonetic, morphological, lexical and syntactic.

It was determined that the implementation of manipulative technologies in the media texts is carried out with the help of different language means: graph, alliteration, paronymic attraction, assonance, anaphora (phonetic level); repetitions of root and affix morphemes (morphological level); lexemes-nominees, lexemes-associates, lexemes-neologisms, suppletive forms of some lexical units, verbal lexemes, adjectives and adverbs (lexical level); metaphorical phrases and sentences, idioms, antithesis, polysyndeton, rhetorical questions, simple sentences, repetitions within a sentence (syntactic level).

It was indicated that different levels of language actualize the following goals of manipulation of the mass recipient: “basic emotions”, “peculiarities of physiological perception”, “phylogenetic memory of ritualization”, “perception of space and time” (etophysiological goals), “level of accessibility”, “binarism of thinking and evaluation” (socio-evolutionary goals), “existing problem” (genre-specific goals).

## REFERENCES

1. Авченко В. Теория и практика политических манипуляций в современной России [Электронный ресурс]. Режим доступа: <http://psyfactor.org/polman.htm>.
2. Антонова А. В. Речевая манипуляция в предвыборном агитационном дискурсе Великобритании. Москва: ООО «ИПЦ «Маска», 2011. 368 с.
3. Аронсон Э., Пратканис Э. Р. Эпоха пропаганды: Механизмы убеждения, повседневное использование и злоупотребление. Санкт-Петербург: прайм-ЕВРОЗНАК, 2003. 384 с.
4. Бацевич Ф. С. Основы комунікативної лінгвістики. Київ: Академія, 2009. 376 с.
5. Бессонов Б. Н. Пропаганда и манипуляция как инструменты духовного порабощения. Идеология духовного подавления. Москва: Мысль, 1971. 295 с.
6. Белова А. Д. Комунікативні стратегії і тактики: проблеми систематики. Мовні і концептуальні картини світу: зб. наук. праць. Київ: Логос, 2004. Вип.10. С. 11–16.
7. Битянова, М. Р. Социальная психология: наука, практика и образ мыслей. Москва: Изд-во ЭКСМО-Пресс, 2001. 576 с.
8. Быкова О. Н. Языковое манипулирование. Теоретические и прикладные аспекты речевого общения: Вестник Российской риторической ассоциации / Под ред. А.П. Сковородникова. Красноярск: Краснояр. гос. ун-т, 1999. Вып. 1 (8). С. 99-103.
9. Великорода Ю. М. Маніпулятивна функція прецедентних феноменів в американському медіа дискурсі (на матеріалі статей із журналів «Time» та «Newsweek»). Наукові записки. Серія «Філологічна». 2010. Вип. 16. С. 34-42.
10. Веретенкина Л. Ю. Лингвистическое выражение межличностных манипуляций (к постановке проблемы). Предложение и слово: Докл. и

сообщ. международной научной конференции, посвященной памяти профессора В.С.Юрченко / Отв. ред. О.В. Мякшева. Саратов, 1999. С. 284-295.

11. Войтасик Л. Психология политической пропаганды. Москва: Прогресс, 1981. 280 с.

12. Данилова А. А. Манипулирование словом в средствах массовой информации. Москва: Добросвет, Изд-во «КДУ», 2011. 232 с.

13. Дмитрук О. В. Маніпулятивні стратегії в сучасній англomовній комунікації (на матеріалі текстів друкованих та інтернет-видань): автореф. дис. ... канд. філол. наук: 10.02.04. Київ, 2006. 19 с.

14. Доценко Е. Л. Психология манипуляции : феномены, механизмы и защита. Москва: ЧеРо, Изд-во МГУ, 1997. 344 с.

15. Завьялова О. Н. Речевое (языковое) манипулирование. Культура русской речи: энциклопедический словарь-справочник / Под ред. Л. Ю. Иванова, А. П. Сковородникова, Е.Н. Ширяева и др. Москва: Флинта: Наука, 2007. С. 566–570.

16. Иссерс О. С. Речевое воздействие. Москва: Флинта, 2013. 240 с.

17. Кара-Мурза С. Г. Манипуляция сознанием. Век XXI. Москва: Алгоритм, 2015. 464 с.

18. Карасик В. И. Языковой круг: личность, концепты, дискурс. Волгоград : Перемена, 2002. 477 с.

19. Клюев Е. В. Речевая коммуникация. Успешность речевого взаимодействия. Москва: Рипол Классик, 2002. 320 с.

20. Копнина Г. А. Речевое манипулирование. Москва: Флинта, 2012. 170 с.

21. Кормилицына, М. А. Риски применения демагогических приемов в политическом дискурсе. Проблемы речевой коммуникации: межвуз сб. науч. тр. / Под ред. М. А. Кормилицыной. Саратов: Изд-во Саратов. ун-та, 2013. Вып. 13. С. 14-24.

22. Крысько В. Г. Секреты психологической войны. Минск: Публицист, 1999. 148 с.
23. Лисичкин В. А. Шелепин Л. А. Третья мировая информационно-психологическая война. Москва: Институт социально-политических исследований АСЫ, 1999. 207 с.
24. Лузина Л. Г. Виды информации в дискурсе // Дискурс, речь, речевая деятельность. Москва: ИНИОН РАН, 2000. С. 137–151.
25. Мацько Л. І. Лінгвістична риторика. Наука і сучасність: зб. наук. праць. НПУ ім. М. П. Драгоманова. Київ: НПУ, 1999. Ч. 4. С. 3-16.
26. Миронова П. О. Коммуникативная стратегия редукционизма в политическом дискурсе. Язык. Человек. Картина мира: материалы Всерос. науч. конф. / Отв. Ред. М. П. Одинцова. Омск: ОмГУ, 2000. Ч. 1. С. 163-165.
27. Моль А. Социодинамика культуры. Москва: Прогресс, 1973. 409 с.
28. Паршин П. Б. Речевое воздействие: основные формы и разновидности. Рекламный текст: семиотика и лингвистика / Ю. К. Пирогова, А. Н. Баранов, П. Б. Паршин и др. Москва: Издат. дом Гребенникова, 2000. 270 с.
29. Петрик В. М., Присяжнюк М. М., Компанцева Л. Ф., Скулиш Є. Д., Бойко О. Д., Остроухов В. В. Сугестивні технології маніпулятивного впливу / За заг. ред. Є. Д. Скулиша. Київ: ЗАТ «ВПОЛ», 2011. 248 с.
30. Попова Е. С. Структура манипулятивного воздействия в рекламном тексте. Известия Уральского государственного университета. Екатеринбург, 2002. № 24. С. 276–288.
31. Почепцов Г. Г. Информационные войны. Новый инструмент политики. Москва: Алгоритм, 2015. 256 с.
32. Сагач Г. М. Риторика. Київ: Вид. дім «Ін Юре», 2000. 568 с.
33. Седов К. Ф. Общая и антропоцентрическая лингвистика. Москва: Издательский Дом ЯСК, 2016. 440 с.
34. Сорокіна Л. Є. Мовленнева маніпуляція та інші види мовленнєвого впливу: термінологічне розмежування понять. Науковий вісник

Міжнародного гуманітарного університету. Серія: Філологія. Одеса: Видавничий дім «Гельветика», 2014. Вип. 8. Том 2. С. 157–159.

35. Сотников А. В. Маніпулятивний вплив в політичному дискурсі (на матеріалі передвиборчих промов). Лінгвістика XXI століття: нові дослідження і перспективи. 2016. С. 123-128.

36. Стернин И. А. Введение в речевое воздействие. Воронеж: Истоки, 2001. 252 с.

37. Филатов А. В. Основы распознавания и противодействия манипуляции сознанием (вводный курс). – Калининград: Сенте, 2006. 198 с.

38. Филинский А. А. Критический анализ политического дискурса предвыборных кампаний 1999-2000 гг.: дисс. ... канд. филол. наук: 10.02.19/ Тверской государственной университет. Тверь, 2002. 163 с.

39. Харрис Р. Психология массовых коммуникаций. Санкт-Петербург: Прайм-Еврознак, 2003. 448 с.

40. Хомский, Н. Десять стратегий манипулирования с помощью СМИ [Электронный ресурс]. Режим доступа: <http://psyfactor.org/lib/manipulation3.htm>.

41. Цурикова Л. В. Проблемы когнитивного анализа дискурса // Вестник ВГУ. 2001. № 2. С. 128–157.

42. Шейнов В. П. Скрытое управление человеком. Минск: АСТ, Харвест, 2008. 816 с.

43. Шиллер Г. Манипуляторы сознанием / Науч. ред. Я. Н. Засурский; пер. с англ. Москва: Мысль, 1980. 326 с.

44. Шипова А. В. Манипулирование сознанием и его специфика в современном обществе : автореф. дис. ... канд. филол. наук: 09.00.11 // Северо-Кавказский государственный технический университет. Ставрополь, 2007. 22 с.

45. Шкіцька І. Ю. Маніпулятивні тактики позитиву: лінгвістичний аспект: монографія. Київ: Вид. дім Д. Бураго, 2012. 435 с.

46. Шмелев, А. Д. Приемы непрямого воздействия на читателя в современной прессе. Международная конференция «М.В. Ломоносов и развитие русской риторики». Научное издание. Москва: Изд-во Московского гос. ун-та, 2004. С.138-141.

47. Шостром Э. Человек-манипулятор. Внутреннее путешествие от манипуляции к актуализации. Москва: Апрель-Пресс, Психотерапия, 2008. 192 с.

48. Asp K. Måktiga massmedier. Studier i politisk opinionsbildning. Stockholm: Förlaget Akademilitteratur, 1986. 360 p.

49. Bengtsson J. Måktiga medier, mager demokrati. Stockholm: Bilda Förlag, 2001

50. Bolinger D. Language – the Loaded Weapon: the Use and Abuse of Language Today. New York: Longman, 1980. 224 p.

51. Dijk van T. A. Discourse and manipulation. Discourse and society. London: SAGE Publications, 2006. P. 359-383.

52. Grice H. P. Logic and Conversation. Syntax and Semantics / Ed. P. Cole, J. Morgan, Academic Press. 1989 . Vol.3. P. 22–40.

53. Gudykunst W. B. Theorizing about Intercultural Communication. Thousand Oaks, California: Sage, 2005. 480 p.

54. Harris R. J., Sanborn F. W. A Cognitive Psychology of Mass Communication. New York: Routledge, 2014. 544 p.

55. Haverkate H. Speech Acts, Speakers, and Hearers: Reference and Referential Strategies in Spanish. Amsterdam. Philadelphia: John Benjamins Publishing, 1984. 142 p

56. Kellermann K. Communication: Inherently Strategic and Primarily Automatic. Communication Monographs, 1992. V.59. P. 288-300.

57. Manipulation and Ideologies in the Twentieth Century: Discourse, Language, Mind / Ed. Saussure L. de, J. P. Schulz. Philadelphia: John Benjamins Publishing, 2005. 312 p.

58. Sanders R. E. *Cognitive Foundations of Calculated Speech: Controlling Understandings in Conversation and Persuasion*. Albany, New York: SUNY Press, 1987. 273 p.
59. Saussure F. de. *Cours de linguistique générale* / Éd. Ch. Bally, A. Sechehaye. Paris: Payot, 1995. 520 p.
60. Searle J. *Indirect Speech Acts. Syntax and Semantics* / Ed. P. Cole, J. L. Morgan. New York: Academic Press, 1975. Vol. 3: *Speech Acts*. P. 59–82.
61. Stubbs M. *Discourse Analysis: The sociolinguistic analysis of natural language*. Oxford: Blackwell, 1983. 272 p.
62. Swanberg W. A. *Luce and his Empire*. New York: Charles Scribner's Sons, 1972. 331 p.
63. Turnbull W. *Language in Action. Psychological Models of Conversation*. Hove; New York: Taylor & Francis Group, 2003. 249 p.