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ABOUT SOME LINGUISTIC MEANS OF MANIPULATIVE INFLUENCE IN VIRTUAL MEDIA SPACE

The role of the Internet and the foundation of a virtual picture of the world, and its influence has been described. The problems associated with the phenomenon of virtual communication have been looked out. The notions of virtuality and virtual reality have been explained. Specific influence of modern technologies on the structure of communication, which sets a new level and type of interaction have been observed. Socio-cultural transformations of the modern society and its communication has been observed. It was pointed out that the increasing attention is paid to the components of the pragmatic situation that affect the formation of different types of text, the author's intention and the communicative-pragmatic effect. Media information is activity carried out by the subjects of mass communication, and motivated by a specific goal, depending on which it acquires pragmatic meaning. The role of media linguistics is an integral part of general linguistics has been distinguished. Language manipulation is used in especially actively in the virtual campaigns, ideological propaganda, print and television media. Linguists take interest in the phenomenon of manipulation is due to the fact, that its influence is carried out by means of a natural language. Contemporary understanding of the word manipulation has been given. The role of extralinguistic factors in manipulation has been stressed. The role of stereotypes in political speech and advertisements has been shown. The peculiarities of gender stereotyping have been analyzed. Some techniques of manipulation were distinguished. The role of emotional factor has been underlined. The steps for further research have been advised.

Key words: media linguistics, virtual reality, information, manipulation, stereotype, emotion.

Development of the Internet contributed to the foundation of a virtual picture of the world, which reflects the processes of change in political, economic, social and cultural reality, so the media picture is becoming more complex, information-rich and difficult to perceive and describe. The risks of our time are dependent on the dynamics of civilization space and are mostly generated by social, artificial, geopolitical and socio-cultural environment. Consequently, there are many problems associated with the phenomenon of virtual communication, which largely determines the life of modern man. The exchange of information by means of technology contributes to the creation of a specific socio-cultural reality called virtual space. The notion of virtuality has been actively introduced into usage in the last decades of the twentieth century. It also contributed to the beginning of a discussion of the concepts: «virtual reality», «virtual communication», «virtual information» and «virtual media space». Over the past decade and a half, the term «virtuality» has become widely used in various sciences and fields of intellectual activity.

According to researchers, virtual reality is a kind of challenge to the psyche of mankind, though, as a phenomenon of existence, it might have existed before in religious and other ideological systems¹.

The members of the global world evaluate its constant changing and produce the reassessment of values, ideals, norms that can minimize social risks. There is observed specific influence of modern technologies on the structure of communication, when preference is given

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¹ Меньчиков Г. П. Человеческие аспекты действия основных свойств виртуальной реальности. *Человек в виртуальном мире. Материалы межвузовской научной конференции.* Казань, 2003. С. 9.

to remote communicative variants, which set a new level and type of interaction. The development of modern cultures, where in the process of socialization there raises the delimitation of the basic concepts then leads to formation of internal cultural values. Virtual space starts to be treated an interdisciplinary phenomenon, catering for the anthropological problems arising in the world of the Internet.

Ccommunication may be understood as one of the system-forming elements of the virtual space. It has become one of the factors of socio-cultural transformations of modern society, so the analysis of the specificity of this aspect, understanding of information and communication interactions as part of social reality is an important tool for conceptual understanding of these changes in the world. Today, the world has increased the ability to collect, process, store and transmit information. Finally, we can talk about increasing the influence of the virtual media on the development of various spheres of human activity. There are also new forms of communication exchange between social actors, including the development of new information technologies and multimedia tools. Thus, modern society can be defined as a society where there is a constant multiplication, acceleration, consolidation and globalization of information exchanges.

However, the intensive integration of virtual space into the existing system of social communicative relations indicates the need for further scientific analysis of this phenomenon. The increasing attention is paid to the components of the pragmatic situation that affect the formation of different types of text, such as the purpose of communication, the relationship between subject and object of communication, means of manipulating the processes of perception, features of the use of certain significant elements, communicative strategies and tactics, etc. The attention of scholars is attracted by the language organization in terms of its correlation with the specific content of the text, the author's intention and communicative-pragmatic effect.

This changes the object of the study, the coordinate system in the description: instead of objects and events, speech acts and discourse become the units of study, while the description of the spatial and temporal framework of the object changes socio-psychological characteristics: who said? where? to whom?, how?, about what?, for what purpose?

When media information is activity carried out by the subjects of mass communication, it is motivated by a specific goal, depending on which it acquires pragmatic meaning. These possible goals might include: description, explanation or interpretation of some reality, regulation, coercion or restriction of recipients' activity, influence on their consciousness, assessment (real or suggestive) of reality, forecasting the state of further affairs and so on. It may be aimed at changing the political ratings, creating definite attitudes in the audience that will contribute to presupposed return actions, then all its content will be subordinated to this goals².

Intensive study of language on the borderline of humanities, philosophy, culturology, sociology, literary studies embrace such areas, as sociolinguistics, pragmatolinguistics, cognitive linguistics, linguo-culturology, neuro-linguistic programming, which require certain methodological bases of scientific analysis. With the development of public communications we may see parallel development of linguistics. Media linguistics is an integral part of general linguistics. Media linguistics considers such issues as: theoretical principles and social preconditions for the emergence of the named scientific research; the role of different media means in the dynamics of language processes; functional and stylistic status of media broadcasting; the of various aspects of media discourse in the context of intercultural communication and others³.

For the transmission concept of media text as a basic category of media linguistics; description of methods of studying texts of mass information; analysis of linguistic and stylistic

² Зирка В. В. Манипулятивные игры в рекламе: лингвистический аспект: Монография. Днепропетровск: ДНУ, 2004. 294 с.

³ Шевченко Л.І. Медіалінгвістика: словник термінів і понять / за ред. Л.І. Шевченко. Вид. 2-ге, випр. і доп. К. : ВПЦ «Київський університет», 2014. 380 с.

features of the main types and genres of media texts – printed, electronic, informational, analytical, artistic and journalistic; research of information in online mass media linguistic and extralinguistic parameters of informative representation, genre diversity of electronic media texts are taken into account. There is observed a tendency to displace traditional sources of information through virtual media, and therefore online research is caused by the transformation of the media in modern conditions. The decline in the popularity of the printed media in the information environment of the XXI century can be explained not only by the appearance of the virtual media space, but also by fierce competition in the media market. Virtual information is created in accordance with the requirements of the Internet and possesses a different format of communication with the audience. In particular, a characteristic indicator in this regard are the texts of on-line news, which, according to T.G. Dobrosklonskaya, «actually form the content and structure of the modern information space»⁴. As rightfully is stated by V.V. Zirka, advertisements of the beginning of the XXI century become more and more pragmatic and manipulative². Modern politicians also often apply various strategies and tactics of manipulation.

In modern society, language manipulation is used in almost all areas of language use, but especially actively – in electronic campaigns, ideological propaganda, print and television media, advertising, education, psychotherapy. In general, in these areas, language manipulation is aimed at forming in a wide audience of certain preferences, tastes, needs, prejudices, stereotypes, beneficial to the manipulator. Speech manipulation as a kind of manipulative influence, masterfully uses certain language means with the purpose of hidden impact on the cognitive and behavioral activity of the addressee⁵.

Linguists' interest in the phenomenon of manipulation is due to the fact that manipulative influence is carried out using natural language. However, the linguistic publications that deal with this phenomenon are not comprehensive and focus only on certain aspects of manipulation, in addition, many issues still remain out of the attention of researchers⁶.

Today manipulation is understood as a system concepts, including: manipulative influence, psychological manipulation, manipulation (especially in politics; manipulation of public opinion, public consciousness, etc.), interpersonal manipulation, socio-political manipulation, etc.⁷. Political marketing and public relation also include the elements of manipulation on the level of consciousness. This also applies to large corporations that have impact on the lives of certain societies. Today modern mass communication shows no change in the roles of the recipient and the communicator. Media actually control the perception of a society, distinguishing separate elements from the total mass of the presented phenomena and giving them special weight, they may increase the value of a particular idea.

An important role in manipulation play extralinguistic factors. Musical accompaniment to the motion pictures and the color scale have an important influence on perception, so each color may adjust to the appropriate behavior, reaction, actually creating special mood. In this way, you can sharpen or soften the provided information⁸. The context of the message in which certain information is presented can be constructed in such a way that this information will receive a different evaluation value. Manipulations within social systems and technologies are built on the ascending complexity scale: from the operation of signs and symbols of social reality – to the manipulation of stereotypes (patterns of language, behavior, ethnic and social, etc.), to the

⁴ Добросклонская Т. Г. Медиалингвистика: системный подход к изучению языка СМИ. М.: 2008. 203 с.

² Зирка В. В. Манипулятивные игры в рекламе: лингвистический аспект: Монография. Днепропетровск: ДНУ, 2004. 294 с.

⁵ Руда О. Г. Мовне питання як об'єкт маніпулятивних стратегій у сучасному українському політичному дискурсі: монографія. Київ. 2012. 232 с.

⁶ Дмитрук О. В. Маніпулятивний потенціал візуальних елементів у друкованих та Інтернет-виданнях. Науковий вісник Чернівецького університету: Збірник наукових праць. Чернівці, 2005. Вип. 232: Германська філологія. С. 114-123.

⁷ Грачев Г., Мельник И. Манипулирование личностью: организация, способы и технологии информационно-психологического воздействия. Издание второе, исправленное и дополненное. М.: Алгоритм, 2002. 288 с.

⁸ Серов Н. Цвет как время, пространство и эмоции. Петербургский рекламист. СПб, 1996. №11. С. 12-16.

manipulative use of mythologists (as sacralized stereotypes), value systems other audiences and groups⁹. A stereotype is formed not only in the context of reflecting objective reality, but also in the process of communication. Stereotypes affect man's behavior and are able to create certain clichés in the interpretation of the world [10, p. 45].¹⁰ Consequently, stereotyping becomes an effective means of manipulation. In his speech on January 21, 2013, Barack Obama refers to well-known American stereotypes: *«Together, we discovered that a great nation must care for the vulnerable ... Our celebration of initiative and enterprise, our insistence on hard work and personal responsibility, these are constants in our character... America's possibilities are limitless, for we possess all the qualities that this world without boundaries demands...»*¹¹.

Manipulation may even require creating a stereotype that is actually illusory. This is done by imposing false ideas or explanations in such a way that they become habitual or obvious¹². Advertisements often use such method. For example: *«Mr. Clean - This mother's day get back to the job that really matters»*. This gender stereotyping is saying that the only job that really matters for a woman, who is a mother, is to clean. This reinforces the notion that a woman's position in the family as the mother is to be responsible for the cleaning and nothing else matters. Thus, speaking about linguistic manipulation, we do not mean an objective description of reality, and options for its subjective interpretation. The success of manipulation is guaranteed when the manipulated person believes that everything that happens or is said has been natural and inevitable. That is, manipulation requires a false reality in which its presence will not be felt.

In the context of political discourse, the object of investigation is centered on the collective form of manipulation. One of the methods here is the reception of imperative perseveration (Latin *persevere* – I do stubbornly) performed as a repeated statement in a hard, hypnotic voice. In the political sphere, slogans-promises are most often observed (*«when my political force comes to power, we will do it in the first month ...»*). This technique is based on speculation on the tendency of a large number of people to obey the parental will, which is simulated by the manipulator with a confident voice and intonation. For example, during his speech at the Republican Convention in August 2012, Mitt Romney said: *«I'm running for president to help create a better future, a future where everyone who wants a job can find a job, where no senior fears for the security of their retirement, where every parent knows that their child will get an education that leads to a good job and a bright horizon ... Under my presidency our friends will see more loyalty... under my residency we will return to it once again»*¹¹.

Today a very popular manipulation is shifting of attention focus, i.e. the transfer in the course of communication of attention of the listener (listeners) from the basic problems on details. It seems that the problems have been «solved», and this is perceived as beyond doubt. For example, a politician states: *«After the election, our political force will still choose with whom to form a coalition, because although we are a small party, we will own a “golden share”»*. In this statement, the addressee is forced to think that the party represented by the political speaker will no doubt be in parliament, because the focus of attention is shifted to its further prospects.

There are distinguished two types of manipulation: *interpersonal manipulation*, determined as using various means and technologies of information and psychological influence on the individual a person; and *collective manipulation*, presupposing the suppression of the will of the people through the spiritual influencing them through the programming of their behavior. This influence is directed on the mental structures of man, is carried out covertly and puts his own the

⁹ Мотузенко Б. Маніпуляції як соціальна технологія. К., 2000. URL: <http://fppr.org.ua>

¹⁰ Белова А. Д. Лексична семантика і міжкультурні стереотипи. *Мовні і концептуальні картини світу*. К., 2002. №7. С. 43-54.

¹¹ Некряч Т.Є. Навчаймося виступати публічно. *Make your way to public speaking* : навчальний посібник / Тетяна Некряч, Руслана Довганчина. Вінниця: Нова Книга, 2015. 280 с.

¹² Gender Roles reinforced through Pop Culture. URL: <https://www.pinterest.com/pin/170362798378109579/>

¹¹ Некряч Т.Є. Навчаймося виступати публічно. *Make your way to public speaking* : навчальний посібник / Тетяна Некряч, Руслана Довганчина. Вінниця: Нова Книга, 2015. 280 с.

task is to change the thoughts, motivations and goals of people in the right group persons of the direction¹³.

With interpersonal manipulation, we may often observe the use of words-commands: speculation on the opponent's pride and selfishness, attempts to demonstrate professionalism and competence. The main command words are «*you know*», «*you understand*», which contain a challenge: the interlocutor, uses the phrases from which, as a rule, the key elements of application of reception begin: «*You probably know that ...*», «*I am convinced that you realize that ...*», «*I have no doubt that you as a specialist understand the possible consequences of the process ...*». Manipulations in communication, in the context of interpersonal relationships are known as a system of premeditated actions of one partner in relation to another in order to obtain a certain benefit.

Speaking about collective manipulation, we may give as an example criticism of the previous political power by the forthcoming one. Linguistically it is achieved by means of evaluative adjectives and nouns, intensifying adverbs, simile.

The peculiarity of the emergence of modern political myths is that they are created in accordance with the plans of the ruling elite and implemented through the media. New political myths do not appear spontaneously, they are artificial creations created by the efforts of specialists in this field. The main myths created by American society are the myths of individualism and personal choice, of the absence of social conflict, of media pluralism¹⁴.

An important place in manipulative techniques plays the psychological factor, so considering the expression of emotional and evaluative attitude of the speaker, and appealing to the emotions of the addressee becomes relevant. According to many researchers, the area of feelings is the main, or at least, the first phase to which impact is directed. Emotions directly excite and affect a person. In particular, the emotional coloring of speech helps to increase its perlocutionary efficiency. If a person loses his control, then the mind becomes more open to manipulation. The general principle of manipulation of consciousness is the "shifting" of the emotional sphere. A large number of words denoting unpleasant emotions come from the vocabulary, which may produce painful physical impact on a human body. Strong emotions are accompanied by changes in a person's external behavior, they motivate him to certain actions, which can be generalized through the idea of the distance between a person and the emotion that affects him. Skillful playing on people's emotions can even neutralize the ability of an individual's to think intelligently, thoughtfully and thus provoke the desired actions¹⁵.

Manipulation may be aimed at the changes in the inner man's world. The strongest emotion here is the emotion of fear in all its embodiments. The reference causing fear is often observed in headlines, the aim of which is to attract attention and make the reader remember some key words, change is emotional background, concentrate on some events. People, who investigate psychology say that eight out of ten people will read the headline and only two out of ten people will read the whole article. To exemplify the said above, we may look at the latest headlines of American newspapers, devoted to the problems of the Coronavirus Pandemic:

Birx Warns That U.S. Epidemic is in a 'New Phase' (New York Times).

How Much Will a Coronavirus Vaccine Cost? How Will We Know It's Safe?

Universal Masking to Prevent SARS-CoV-2 Transmission – The Time is Now (JAMA)

During COVID-19 Pandemic Healthcare Professional Revenue Fell Nearly 50% Across Nation (SciTechDaily)

Overpriced Drugs Can Harm More Patients Than They Help (ICER)

Profile of a Killer: the Complex Biology Powering the Coronavirus Pandemic (Nature)

¹³ Деренчук Н. В. Особливості формування маніпулятивної стратегії в українському політичному дискурсі. *Проблеми гуманітарних наук. Філологія*. 2012. № 38. С. 357-364.

¹⁴ Кара-Мурза С. Манипуляция сознанием. М.: Изд-во ЭКСМО-Пресс, 2002. 833 с.

¹⁵ Кудрявцева Л.О., Дядечко Л.П., Дорофієва О.М., Філатенко І.О., Черненко А.Г. Сучасні аспекти дослідження мас-медійного дискурсу: експресія – вплив – маніпуляція. *Мовознавство*, 2005. №1. С. 58-66.

'There's a Shortage of Everything': Pharmacies in New York City Struggle to Keep Key Medications Stocked Amid Coronavirus Outbreak (CNBC)
Covid unemployment rate climbs to 25% in January – CSO
101 deaths - Highest daily toll of the pandemic Over 1,500 Covid deaths in care homes, 369 in (RTE)

The excessive quantity of headlines can also influence the reader's mind and enlarge the effect of the linguistic means, which include such key words as: *verbs – warn, prevent, harm; nouns – epidemic, death, killer, transmission, unemployment; adjectives – highest, safe, universal*. All these increases tension and causes fear, especially in some groups of people. Rhetoric questions contribute to the force of influence.

As we see, the theme of manipulation has gone beyond scientific research and expanded the scope of public discussion to the attention of the media. Correction of the subconscious sphere of the psyche is due to the constant intensive information flow. A vivid example of this is the formation of the so-called «advertising thinking» of a large part of the society. Due to the repeated effect of the same advertising or propaganda phrase sustainable automatism is being formed the mind and it starts affecting man's needs, actions and behavior. The further investigation presupposes precise study of media euphemisms and their role in the influence on people.

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У статті було описано роль Інтернету та його впливу на фундаментальну віртуальну картину світу. Виявлено проблеми, пов'язані з явищем віртуального спілкування. Пояснено поняття віртуальності та віртуальної реальності. Спостерігається специфічний вплив сучасних технологій на структуру спілкування, яка задає новий рівень та тип взаємодії. Розглянуто соціокультурні трансформації сучасного суспільства та особливості медійного спілкування. Було зазначено, що все більше уваги приділяється компонентам прагматичної ситуації, які впливають на формування різних типів тексту, авторський задум та комунікативно-прагматичну сферу спілкування. Інформація в ЗМІ – це діяльність, що здійснюється суб'єктами масової комунікації та мотивована конкретною метою, залежно від якої вона набуває прагматичного значення. Виділено роль медіалінгвістики як складової частини загальної лінгвістики. Маніпуляції з використання мови особливо активно використовуються у виборчих кампаніях, ідеологічній пропаганді, друкованих та телевізійних ЗМІ. Мовознавці цікавляться явищем маніпуляції завдяки тому, що її вплив може бути здійснено за допомогою природної мови. Дано сучасне розуміння слова маніпуляція. Наголошено на ролі екстралінгвістичних факторів у маніпуляціях. Показано роль стереотипів у політичній промові та рекламі. Проаналізовано особливості гендерних стереотипів. Виділено деякі прийоми маніпуляцій. Підкреслено роль емоційного фактора у маніпулюванні. Рекомендовано кроки для подальших досліджень.

Ключові слова: медіалінгвістика, віртуальна реальність, інформація, маніпуляція, стереотип, емоція.