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LANGUAGE STRATEGIES OF MANIPULATIVE INFLUENCE IN THE MEDIA AND POLITICAL SPACE

Abstract. The article deals with the classification the linguistic, manipulations which take place in the modern globalized world, in which the media and political context are not only the tools for informing, but also a powerful means of influencing public consciousness. The authors underline that the information space is becoming an arena for the struggle for attention and interpretation of events, where manipulative language practices occupy a special place. As the purpose of the study is stated the task to identify and analyze modern strategies of manipulative influence in modern English-language media and political context, as a result of which authors offer an algorithm-memoir for higher education students who will study educational components dedicated to the comparative typology of Ukrainian and English language systems.

The relevance of the topic is determined as such as gaining special significance in the global dimension. Information wars accompanying the Russian-Ukrainian war, armed confrontations in other regions of the world demonstrate that control over the information space is becoming no less important than military or economic potential. That is why the study of linguistic mechanisms of the media and political context's influence is represented by the authors as the components of information security and strategic communication of states. The practical aspect of the problem is no less important, taking into

account the fact that whatever the nature of the manipulation - destructive or conditionally constructive, for the modern recipient the primary task is the ability to recognize its mechanisms. The authors describe various types of linguistic manipulations, dividing them in three main types of linguistic manipulation (choice manipulation, information manipulation, psychological manipulation). The authors defined several consecutive stages, each of which performs a certain function in ensuring the effectiveness of a communicative act of a manipulative nature. Promising areas of the authors' further research include studying cross-cultural differences in the use of manipulative techniques, analyzing manipulations in the media and political context (social networks, blogs, video platforms), and studying the impact of digital technologies on the dynamics of the formation of manipulative strategies.

Keywords: comparative linguistics, communication, comparative typology of Ukrainian and English language systems, linguistic manipulations, political and media context, typology of the language.

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МОВНІ СТРАТЕГІЇ МАНІПУЛЯТИВНОГО ВПЛИВУ В МЕДІЙНОМУ ТА ПОЛІТИЧНОМУ ПРОСТОРІ

Анотація. У статті розглядається класифікація лінгвістичних маніпуляцій, що відбуваються в сучасному глобалізованому світі, в якому медіа та політичний контекст є не лише інструментами інформування, а й потужним засобом впливу на суспільну свідомість. Автори підкреслюють, що інформаційний простір стає ареною боротьби за увагу та інтерпретацію подій, де маніпулятивні мовні практики займають особливе місце. Метою

дослідження є визначення та аналіз сучасних стратегій маніпулятивного впливу в сучасному англомовному медіа та політичному контексті, в результаті чого автори пропонують алгоритм-мемуар для студентів вищих навчальних закладів, які вивчатимуть освітні компоненти, присвячені порівняльній типології української та англійської мовних систем.

Актуальність теми визначається як така, що набуває особливого значення в глобальному вимірі. Інформаційні війни, що супроводжують російсько-українську війну, збройні протистояння в інших регіонах світу демонструють, що контроль над інформаційним простором стає не менш важливим, ніж військовий чи економічний потенціал. Саме тому дослідження лінгвістичних механізмів впливу медіа та політичного контексту представлено авторами як складові інформаційної безпеки та стратегічної комунікації держав. Практичний аспект проблеми не менш важливий, враховуючи той факт, що незалежно від характеру маніпуляції – деструктивної чи умовно-конструктивної, для сучасного реципієнта першочерговим завданням є здатність розпізнавати її механізми. Автори описують різні види лінгвістичних маніпуляцій, розділяючи їх на три основні типи лінгвістичних маніпуляцій (маніпуляція вибором, маніпуляція інформацією, психологічна маніпуляція). Автори визначили кілька послідовних етапів, кожен з яких виконує певну функцію у забезпеченні ефективності комунікативного акту маніпулятивного характеру.

Перспективними напрямками подальших досліджень авторів є вивчення міжкультурних відмінностей у використанні маніпулятивних технік, аналіз маніпуляцій у медіа- та політичному контексті (соціальні мережі, блоги, відеоплатформи), а також вивчення впливу цифрових технологій на динаміку формування маніпулятивних стратегій.

Ключові слова: порівняльна лінгвістика, комунікація, порівняльна типологія української та англійської мовних систем, лінгвістичні маніпуляції, політичний та медіа-контекст, типологія мови,

The problem's statement. In the modern globalized world, the media and political context are not only the tools for informing, but also a powerful means of influencing public consciousness. The information space is becoming an arena for the struggle for attention and interpretation of events, where manipulative language practices occupy a special place.

The relevance of the topic is gaining special significance in the global dimension. Information wars accompanying the Russian-Ukrainian war, armed confrontations in other regions of the world demonstrate that control over the information space is becoming no less important than military or economic potential. That is why the study of linguistic mechanisms of the media and

political context's influence today is a component of information security and strategic communication of states. The practical aspect of the problem is no less important, taking onto account the fact that whatever the nature of the manipulation - destructive or conditionally constructive, for the modern recipient the primary task is the ability to recognize its mechanisms. The development of critical thinking, media literacy and the ability to interpretive analysis is becoming a necessary condition for protection against hidden influence. The world publications that have become the subject of the study, such as CNN, The Washington Post, The New York Times, Financial Times, Politiko, The Economist, The Guardian and others, due to professional journalists who are well versed in linguistic manipulative techniques within the media and political context, compete in popularity, fighting for the reader's attention, proving that manipulative messages are dangerous primarily because of their invisibility, because it is this that allows them to form a distorted idea of reality. In this context, it is important to teach recipients methods of analyzing linguistic and visual strategies used for manipulation. Understanding the structural and stylistic features of the media and political context discourse allows us to separate objective information from deliberately distorted information. In addition, developing skills in critical evaluation of sources provides the ability to resist information manipulation in various communicative environments. Finally, the integration of these competencies into the education and professional training system contributes to increasing the collective resilience of society to manipulative influence. As T. van Dijk notes, the study of language strategies of manipulation in the media and political context is of particular importance for understanding the mechanisms of public opinion formation. The importance of manipulative discourse increases during periods of political, economic and social crises, when information messages appeal not so much to rational analysis as to the emotions, fears and prejudices of the audience. Critical reflection on language strategies in this context becomes an important factor in information security and the development of media literacy.

Analysis of recent research and publications. The theoretical foundations of the study are laid in the works of foreign scholars, in particular G. Schiller, R. Goodin, T. van Dijk, J. Searle, L. de Saussure, P. Danler, D. L. Lillian, as well as in the sociolinguistic and pragmatic investigations of J. Scott, G. Marshall, S. McCormack and others. A significant contribution to the development of this issue was made by Ukrainian researchers: O. Dyachenko, V. Zirka, O. Dmytruk, Yu. Korniychuk, F. Batsevych, N. Derenchuk, O. Marina, I. Rudyk, I. Shkitska, M. Zaitseva, L. Ilnytska, A. Belova, V. Petryk, M. Prysyazhnyuk and others. In their works, language is considered as a tool for exercising power, forming ideology and constructing social reality.

The purpose of the study is to identify and analyze modern strategies of manipulative influence in modern English-language media and political context, as a result of which we will offer an algorithm-memoir for higher education students who will study educational components dedicated to the comparative typology of Ukrainian and English language systems. The term "manipulation" comes from the Latin word manus (hand), and the verb manipulare in its original meaning meant "to skillfully manage" or "to provide assistance". Over time, this meaning has acquired a metaphorical character and in modern discourse is mainly interpreted in a negative context – as a hidden desire to influence a person in order to subordinate his will to the manipulator, as well as as a desire to "entrap" another person, to make him a puppet [1, p.48]. That is, initially the term had a neutral or even positive connotation and was used in the context of skillful performance of certain actions.

However, in modern discourse, "manipulation" is mostly associated with hidden influence and exploitation of other people's interests. Modern understandings of the term emphasize the hidden, beneficial nature of influence for only one party. For example, the Cambridge Dictionary interprets manipulation as the control of another person in an unfair or dishonest way [6]. It is important to note that it is the hidden nature of control that is emphasized - the object of manipulation often does not realize that his behavior and decisions are under external pressure. Despite the predominantly negative connotation, the concept of manipulation is not always identical to outright deception or coercion - in some cases it can be considered a form of persuasion. However, the fundamental difference between persuasion and manipulation lies in the nature of the participation of communicators in the interaction process: during persuasion, the addressee has the freedom to make a decision depending on the arguments and personal beliefs, while manipulation assumes a more passive role of the recipient, who actually becomes the object of influence or even the victim of hidden pressure.

Manipulation in the media and political context has a special form - linguistic manipulation, that is, influence through linguistic means on the human cognitive apparatus. It involves changing the perception of reality, forming certain assessments, attitudes and models of behavior in the minds of the audience without direct coercion.

T.A. van Dijk defines linguistic manipulation as a communicative and interactive practice in which the manipulator exercises control over other people, usually against their will or contrary to their best interests. [9, p.3]. In his opinion, one of the key aspects of manipulation is the use of the recipient's knowledge: media texts appeal to pre-existing beliefs and expectations, pushing a person to the necessary conclusions.

In the context of studying manipulative influence in speech, I would like to emphasize that it is characteristic of the speaker to perform not only a direct illocutionary act, but also an indirect one, which is implemented indirectly, through the performance of another illocutionary act. In this case, the propositional content of the statement does not formally coincide with the communicative intention of the speaker. [10, p.51]. T. van Dijk defines linguistic manipulation as a communicative and interactive practice in which the manipulator exercises control over the public, mostly against its will or interests. This approach explains the negative connotations of the concept of manipulation in everyday use, since manipulation is considered "evil" that violates established social norms. This aspect became the basis for the statement of D. Lilian, who notes that the addressees of manipulative statements "are not aware of the speech structures that influence their perception, unlike the authors or recipients of other forms of discourse". According to the definition of D. Lilian, manipulation is "any verbal interaction that is analyzed from the position of motivation and is carried out by the subject (speaker) and the object (listener) of communication". In this context, manipulation assumes the presence of such key characteristics as the negative intention of the manipulator, the hidden nature of the influence, as well as the masking of speech structures, which makes it difficult to separate them from the information content of the text [16, pp. 1–16].

Based on the above, three main types of linguistic manipulation can be distinguished:

1. Choice manipulation - changing the available options in the environment by increasing or decreasing them;

2. Information manipulation - modification of the perception of choice by an individual, which occurs without direct persuasion, in order to influence his understanding of the situation;

3. Psychological manipulation - influencing a person by changing cognitive processes, except for those directly responsible for understanding.

According to the sphere of cognitive activity, linguistic manipulations are classified into emotional and rational. Emotional manipulations appeal to the feelings of the recipient, aimed at arousing certain emotions, which, in turn, change the behavioral attitudes of a person. This type of manipulation can be both direct - through an open appeal to emotions, and indirect - by forming a corresponding image or associative series. The effectiveness of emotional influence often depends on the context of communication and the individual characteristics of the listener. In contrast, in the case of rational influence, speakers use logically based arguments, reliable facts, and appeal to the conscious thinking of the addressee. This approach is often implemented through intellectual persuasiveness and formal consistency of presentation.

Depending on the nature of the interaction between the subject and the object of communication, linguistic manipulations are divided into direct and indirect.

In direct manipulation, the speaker openly formulates his demands, expecting a specific reaction from the addressee.

This type of influence is often observed in directive speech acts - orders, instructions, appeals.

1. BBC News: "We must act now to stop this threat before it's too late."

Explanation: directive act with the modal verb must, creating a sense of urgency.

https://www.bbc.com/news/world-us-canada-68636452

2. CNN: "This policy will destroy jobs and harm American families."

Explanation: categorical prediction of negative consequences without alternative interpretations.

https://edition.cnn.com/2024/01/18/politics/economic-policy-opposition-criticism/index.html

3. The Guardian: "The government's decision is reckless and morally indefensible."

Explanation: open evaluative vocabulary with a negative connotation, typical of editorial materials.

https://www.theguardian.com/commentisfree/2024/jan/15/government-decision-morally-indefensible

4. The New York Times: "There is no excuse for inaction."

Explanation: a moral imperative that excludes alternative positions of the addressee.

https://www.nytimes.com/2024/01/20/opinion/climate-inaction.html

5. Reuters: "Voters should reject this proposal outright."

Explanation: a direct call to action disguised as an analytical commentary.

https://www.reuters.com/world/us/us-election-policy-opposition-2024-01-11/

Indirect manipulation, on the other hand, consists in indirectly influencing the behavior of the object, for example, by changing its environment, information environment or system of social guidelines.

This type of manipulation is especially characteristic of strategies used in advertising or mass communication, where the influence is not carried out directly, but through secondary symbolic structures.

1. BBC News: "Mistakes were made during the operation."

Explanation: the passive construction hides the agent of the action and reduces the level of responsibility.

https://www.bbc.com/news/world-middle-east-68420145

2. The Guardian: “Critics say the reform may have unintended consequences.”

Explanation: unspecified subject (critics) + modality (may) create the illusion of neutrality.

https://www.theguardian.com/politics/2024/jan/22/reform-unintended-consequences

3. The New York Times: “The move comes amid growing concerns about national security.”

Explanation: framing through an alarming context without specifying the sources of the threat.

https://www.nytimes.com/2024/01/17/world/europe/security-concerns-policy.html

4. CNN: “Some experts believe the situation could escalate.”

Explanation: abstract referent (some experts) allows for influence without responsibility for the statement.

https://edition.cnn.com/2024/01/19/world/conflict-could-escalate-analysis/index.html

5. Financial Times: “Adjustments are expected as the policy evolves.”

Explanation: Euphemistic language masks the possible negative consequences of the changes.

https://www.ft.com/content/policy-adjustments-economic-outlook

The process of linguistic manipulation is multi-component and structurally ordered, which allows for a systematic analysis of technologies for influencing the addressee. This process includes several consecutive stages, each of which performs a certain function in ensuring the effectiveness of a communicative act of a manipulative nature:

1. Determination of intention (communicative goal) - the stage of setting the task of manipulation, which consists in determining what exactly needs to be changed in the addressee's mind (his attitudes, emotional state, behavioral reactions, etc.).

2. Preparation of the communication context - creating conditions under which the message looks natural or plausible. This may include choosing a favorable time, circumstances, and an appropriate thematic background, which helps to increase trust in the information.

3. Strategy formation - developing a general plan of influence, which involves determining the main ideas and the scenario for presenting information, taking into account the addressee's potential reaction. Strategy selection – specification of methods of influence, which consists in defining target groups, identifying weaknesses in the cognitive or emotional sphere of the addressee, as well as using appropriate “hooks” to influence these spheres.

4. Choice of language means – selection of lexical, stylistic and syntactic tools that implement the chosen strategy and tactics. Such means include metaphors, hyperboles, inversions, emotionally colored vocabulary, etc.

Perception of the message by the addressee – the first level of manipulation effectiveness, which is determined by whether the information was perceived as reliable, whether it caused doubts or internal resistance. Perlocutionary effect – an actual change in the addressee's consciousness, which manifests itself in the transformation of attitudes, emotions or behavior in the direction desired by the subject of manipulation.

After analyzing the print media, we identified the most effective, in our opinion, strategies that are offered to our applicants in the developed "Algorithm-Memoir for Recognizing Linguistic Manipulation Strategies in the Media."

"ALGORITHM-MEMORY FOR RECOGNITION OF LINGUISTIC MANIPULATION STRATEGIES IN THE MEDIA."



Pic.1.

1. Legitimization of one's own position, the purpose of which is to create in the mind of the addressee a conviction in the expediency, correctness or moral superiority of the speaker's position. The means of implementation are references to generally accepted norms, moral or cultural values; argumentation through the "obviousness" of facts; vocabulary with a positive connotation.

1) "Our policy reflects the very best of democratic principles and a deep respect for human dignity." (https://www.state.gov/mission-and-values/)

2) "It is obvious that investing in education is not just smart — it's essential for our nation's future." (https://www.whitehouse.gov/education/)

3) “This is the right thing to do, and history will judge us kindly.” (https://www.nytimes.com/series/politics?searchResultPosition=1)

4) “Doing what’s fair and just shouldn’t be controversial.” (https://www.theguardian.com/world/2024/jan/10/global-justice-debate-leaders-summit)

5) “Clearly, promoting renewable energy is beneficial for all.” (https://www.bbc.com/news/science-environment-57271770)

2 Delegitimization of an opponent, the purpose of which is to reduce trust in an alternative point of view or discredit the subject representing it. Among the means are negatively colored epithets; creating an image of the “enemy”; irony, sarcasm, devaluation; attributing negative intentions or consequences:

1) “Their so-called reform is nothing but a sham.” (https://www.politico.com/news/2024/01/12/reform-bill-criticism-00112378)

2) “They’re afraid to face the real issues — they’d rather hide behind slogans.” (https://www.nytimes.com/2024/01/18/us/politics/opposition-critique.html)

3) “Those clowns have no credibility left.” (https://www.theguardian.com/commentisfree/2024/jan/15/political-clowns-critique-media)

4) “The opposition’s plan is a disaster waiting to happen.” (https://www.bbc.com/news/politics-64237109)

5) “Their policies would take us backward, not forward.” (https://www.cnn.com/2024/01/11/politics/opposition-policy-analysis/index.html)

3 Disguising intention, which aims to hide the speaker’s true purpose by veiled presentation of information. The means of this strategy are euphemisms, abstract vocabulary; passive constructions; avoidance of direct formulation of intention; formal objectivity:

1) "Enhanced interrogation techniques were used." (https://www.britannica.com/topic/interrogation#ref193670)

2) "Some unintended consequences occurred." (https://www.scientificamerican.com/article/why-unintended-consequences-arise/)

3) “It has been brought to our attention that…” (https://www.stmartin.edu/academics/english/purdue/owl/academicwriting/activepassive/)

4) "Certain adjustments will be made moving forward." (https://www.wsj.com/articles/business-announcement-strategies-11630315999) 5) “Measures are being evaluated for future consideration.” (https://www.ft.com/content/policy-announcement-jargon)

4 Cognitive simplification (complexity reduction), which focuses on facilitating the perception of complex information by presenting it in the form of clear, emotionally saturated oppositions. Among the means are the following: division into “ours” and “others”; contrasting binary oppositions (good/evil, truth/lie); simplified logic of cause-and-effect relationships:

1) “Your choice is simple: freedom or oppression.” (https://www.nytimes.com/2024/01/15/opinion/framing-binaries-politics.html)

2) “Either we act now, or we fail forever.” (https://www.theguardian.com/commentisfree/2024/jan/21/climate-action-urgency-op-ed)

3) Social media hashtags often reduce issues to slogans like #TeamA vs #TeamB. (https://www.pewresearch.org/internet/2024/01/17/social-media-framing/)

4) “They are un-American; we are patriots.” (https://www.bbc.com/news/world-us-canada-64123145)

5) Election debates used slogans like “Truth vs Lies.” (https://www.cnn.com/2024/01/19/politics/election-debate-coverage/index.html)

5 Collective identification, which is intended to actualize a sense of “unity” between the communicator and the recipient. The means are: the use of the pronoun “we”; appeal to national, historical or social characteristics; emphasizing shared values and goals:

1) “We stand together for justice and equality.” (https://www.un.org/en/observances/equality-day)

2) “As Americans, we value freedom above all.” (https://www.bbc.com/news/world-us-canada-64389123)

3) “We must uphold what unites us.” (https://www.nytimes.com/2024/01/20/us/politics/unity-speech.html)

4) Team slogans like “We Can Do It!” foster group solidarity. (https://www.history.com/news/rosie-riveter-iconic-image)

5) “We are the future, and together we will succeed.” (https://www.theguardian.com/world/2024/jan/18/global-youth-movement-speech)

6 Emotional resonance, which aims to evoke a strong emotional response as a means of influencing the behavior or beliefs of the addressee. The means can be considered: emotionally colored vocabulary, exclamations, rhetorical questions; actualization of fear, anxiety, pride, etc.; associative series that appeal to the experience of the recipient:

1) “How could we stand by while children suffer?” (https://www.unicef.org/press-releases/child-suffering-statement)

2) "This is a national tragedy — a wound that will never heal." (https://www.bbc.com/news/world-64345621)

3) “Are you ready to fight for our future?!” (https://www.cnn.com/2024/01/17/politics/motivational-speech-protests/index.html)

4) “It breaks my heart every time.” (https://www.theguardian.com/world/2024/jan/19/emotional-appeal-speech-analysis) 5) “Fear is taking hold of our communities.” (https://www.nytimes.com/2024/01/16/us/politics/fear-politics-analysis.html)

7 Authoritative reinforcement, which is intended to increase influence by attracting a "higher" source of information. Among the means are: references to experts, institutions, traditions; use of quotes, statistics, research; demonstration of personal experience or status of the speaker:

1) "According to the WHO, vaccination saves millions of lives each year." (https://www.who.int/news-room/fact-sheets/detail/immunization-coverage)

2) "Study by Harvard researchers indicates…." (https://www.health.harvard.edu/newsletter_article/research-highlights)

3) "As the Constitution states…" (https://www.archives.gov/founding-docs/constitution-transcript)

4) "The UN declared climate change a global emergency." (https://www.un.org/en/climatechange/science)

5) "Experts at Yale confirm the effectiveness of…" (https://news.yale.edu/health-updates).

These strategies encompass both discursive-pragmatic and cognitive-semiotic mechanisms of manipulation, as the proposed tactics are based on the idea of multi-level influence: from identification and solidarity to hidden pressure through complexity reduction or delegitimization of the opponent during the communication within the media and political context. The synthesis of verbal and non-verbal factors of influence is also taken into account.

When teaching educational components dedicated to the comparative analysis of the Ukrainian and English languages, this manual allows not only to identify specific strategies in media discourse, but also to systematically analyze the ways in which influence on mass consciousness is achieved.

In conclusion, it is worth emphasizing that discourse in modern English-speaking media an political context combines informing with manipulative influence, and it is this duality that makes it a particularly interesting object of scientific analysis. **Promising areas of further research** include studying cross-cultural differences in the use of manipulative techniques, analyzing manipulations in the media and political context (social networks, blogs, video platforms), and studying the impact of digital technologies on the dynamics of the formation of manipulative strategies.

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