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TO THE QUESTION OF SUGGESTIVE TECHNIQUES USE IN AMERICAL PRE-ELECTION DISCOURSE

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О.В. Ємельянова, А. Ю. Коренева «До питання про застосування сугестивних технік в американському передвиборчому дискурсі »

Стаття присвячена вивченню особливостей застосування сугестивних технік в американському передвиборчому дискурсі. Проведене дослідження свідчить, що передвиборчий дискурс характеризується маніпулюванням свідомістю реципієнтів шляхом залучення сугестивних стратегій з метою здійснення прихованого впливу на когніцію реципієнта таким чином, щоб сприйняття інформації проходило некритично та несвідомо. Було з'ясовано, що використання технік прономіналізації та національної атрибуції моделює сугестивну стратегію ідентифікації сугерендів. Аналіз американських передвиборчих виступів виявив наявність глибинного соціально-психологічного змісту ідентифікації аудиторії та ефективність використання цієї стратегій для реалізації сугестивного впливу.

Ключові слова*: передвиборчий дискурс, сугестивна техніка, сугестор, сугеренд, техніка прономіналізації, техніка національної атрибуції.*

O.V.Yemelyanova, A. Koreneva "To the question of suggestive techniques use in American pre-election discourse"

The article deals with the study of the peculiarities of suggestive techniques use in American pre-election discourse. The conducted research shows that pre-election discourse is characterised by recipients' consciousness manipulation through the use of suggestive strategies to perform a hidden influence on a recipient's cognition to facilitate unconscious and uncritical perception of the information. It was found out that use of pronominalisation and national attribution techniques models the suggestive strategy of suggerends' identification. The analysis of the American pre-election speeches revealed the presence of a deep-laid socio-psychological content of audience identification and this strategy usage efficiency for the realization of suggestive influence.

Key words*: pre-election discourse, suggestive techniques, suggestor, suggerend, pronominalisation technique, national attribution technique.*

Anthropocentricity of modern linguistic paradigm emphasizes the importance of the study of individual speech practices. Consequently, linguistic researches pay focus on a person's verbal and non-verbal behavior, their consciousness, thinking and cognitive processes of creation and perception of different texts.

A study of suggestion techniques and political suggestion in the content of pre-election texts remains an important but not thoroughly enough investigated objects.

The relevance of this research is determined by the orientation of modern linguistic research directivity on the study of the processes of speech influence in political communication and discursive fragments where appropriate suggestive techniques are realized.

The aim of the article is to explore the linguistic nature of political suggestion phenomenon and to identify the linguistic means used for the implementation of suggestive intentions in pre-election discourse.

The objective of the research is English texts of the American pre-election discourse of 2015.

The subject area is linguistic markers of suggestion in the framework of pre-election discourse.

In view of the fact of globalization active processes, the current stage of society development is characterised by an active political position, which gives importance to the role of political communication in a person's life. Synthesis of social and linguistic trends in modern studies determines the interest of philological researches to election and pre-election discourse.

A large number of Ukrainian, Russian (A. M. Baranov, Ye. G. Kazakevich, V. I. Karasik, P. B. Parshin, G. G. Potcheptsov, O. Th. Sagal) and foreign (N. Wetherell, R. Wodak, D. Graber, T. van Dijk, D. Potter, N. Vaclav) scientists examine and explore the contemporary election and pre-election discourse.

During the rapid development of modern society, the skill to manipulate minds and opinions of a wide range of recipients is of great importance. Mastering the influence techniques helps greatly in goal achievements, especially in the political sphere.

Taking into account the fact that a recipient in the pre-electoral discourse is represented by a large number of people – by the electorate – their joint connection to the author gives the possibility to form public opinion favorable to the addresser. Persuasive function of the pre-election discourse allows to talking about the speech influence techniques arsenal, and, in particular, about the linguistic suggestion.

Modern philological studies consider language as a tool of influence that's why the cornerstone of the theoretical foundations of suggestive linguistics is the issue of dominant function of language in favor of suggestive – the function of influence and suggestion – in contrast to informative and communicative functions [1, p. 14].

The definition of the term "suggestion" gives the opportunity to understand the essence of this phenomenon as one of the ways of linguistic suggestion. In native linguistic paradigm, the term "suggestion" was borrowed from the English lexeme "suggestion" meaning "the idea of what someone should do or how to behave" [2].

The etymology of the word suggestion shows that in English in a certain period this word meant "an inducement to an evil deed." Further investigation leads us to the Latin "suggestionem" – "a hint, a sign" [3]. Throughout the period of this word coining it has always been associated with the meaning of suggestion, incitement to a certain action, indirect influence, that, from our point of view, indicates the modern scientific interpretation of suggestion.

Among the traditional scientific interpretations of the concept of suggestion V. M. Bekhterev's explanation of it, as a verbal suggestion aimed at a recipient's extrinsic or internal stimulus, stands out [4, p. 236]. B.F. Porshnev defines the key linguistic feature of linguistic suggestion through its functional focus on the change of a recipient's existing mindset. According to the scientist,

this linguistic phenomenon is nothing but a stimulus to a certain response on a recipient's side [5, p. 199].

We share O.T. Yudanova's point of view that the linguistic suggestion is a specific communicative situation, which is characterized by certain inducements, aims, stimuli, verbal and nonverbal means, actions, operations and results [1, p. 31]. Such an understanding defines the main feature of suggestion – to influence the recipient in a way, that a person would take for granted everything, that is not in the scope of their personal empirical experience.

In understanding political suggestion modern linguists distinguish several basic aspects, such as: physiological, social, psychological and informative. As the suggestion is now considered to be a global political strategy [6, p. 143], it is used as a tool of audience influence for the purpose of formation and alteration of a recipient's political pattern. The effective use of political suggestion is only possible under the condition of all its principal aspects realization.

First of all, physiological nature of the communicative act of political suggestion is stipulated by the implementation of the real-time factor: broadcast of suggestive pre-elected texts are mainly carried out online. Moreover, the speeches of the American pre-election campaign participants are planed mainly for the evening, that is a suggestive and sensitive period of the day for the electorate. The location of a suggestor is also of great importance – their suggestive address is usually distant, but, at the same time, the atmosphere of direct broadcasting (from "the heart of the political center") is created.

Social modus of political suggestion is traditionally seen through the participants' communicative roles in the communicative act of political suggestion, that is a suggestor, as a representative of a political party in power, and suggerends – vast numbers of the electorate. O. T. Yudanova points out that the relation of subordination is built between a suggestor and suggerends (with the suggestor at the top), and the support of these relations is done through the communicative act of political suggestion [1, p. 75].

The concept of intention and its hidden realization is in the center of

pragmatic dimension of the act of political suggestion. A suggestor's intention is a latent intrusion into suggerends' intentional sphere. In their turn, suggerends believe in a suggestor's intentions and perceive them in an unconscious and uncritical way.

In political speeches reference to phenomena (events, personalities, items, symbols, or situation) fixed in the cultural memory of the nation, enables a suggestor to model a suggestive picture of the world. Meanwhile a suggerend interprets it as a socio-political reality and is inclined to a response that is desirable for a suggestor [1, p. 77].

Recently, suggestive linguistic techniques have gained a considerable popularity in pre-election discourse. Therefore, mastering the suggestive linguistic techniques allows a speaker to penetrate into the electorate's subconsciousness and incline them to a favorable for a suggestor decision. Political speech has significant manipulative potential because allows hidden management of consciousness and behavior of people in desired for the subjects branch of power.

Since the main purpose of political communication is to obtain and retain power, particular attention is given to strategies and tactics of influence, aimed at convincing the addressee in the correctness of a speaker's position in comparison with political opponents' positions [7, p. 113]. The pre-electoral discourse through its dynamic specificity demonstrates the usage of suggestive techniques, that are effective in reaching a contender's goal – to be elected to a desirable position.

Identification with voters is a technique widely used in pre-election speeches. Within the framework of communicative strategies of political suggestion, suggerends' identification takes national identification form. In a broad sense, the speaker tries to present himself as being of a people's origin. On a suggestive level, an addressor influences the deep-layed level of mentality, affecting the image of a person's inner self [1, p. 105].

The core means of suggerends' national identity manifistation is pronominalization , that is foregrounded in the texts through the pronouns *we* and *you*. A thorough analysis of American pre-election discourse shows that despite the

diverse frequency of use (lexeme *we* occurs more often than *you*), these pronouns have the function of suggerends' successful integration into a nationalized unity.

For example: *These are who **we** are as Americans; I want to ask each of **you** to imagine, imagine millions of courageous conservatives, all across America, rising up to get her to say in unison "**we** demand our liberty."* (6). ***We** are 17 months from the time for choosing* (3). *I believe **we** have to build a growth and fairness economy. **You** can't have one without the other. **We** can't create enough jobs and new businesses without more growth, and **we** can't build strong families and support our consumer economy without more fairness. **We** need both* (5).

In our opinion, frequent use of the pronoun *we* is connected with the suggestor's desire to have an impact on the entire suggerends' audience. Moreover, it is known that the public mass follows a single call better than an individual. That is why pre-election speeches are characterized by an active attempt to invoke emotions of unity in recipients, through the constant reduplication of exclusive pronouns.

The analysis of American pre-election discourse indicates the presence of a suggestive national attribution as a tool of identification strategies modeling.

Linguistic marker of its realization is the use of the lexeme *American*: *That means access to advanced technology so government agencies can more effectively serve their customers, the **American** people; Like any family, our **American** family is strongest when we cherish what we have in common, and fight back against those who would drive us apart* (4). *No **American** company comes to see and comes to bid* (2). *And unlike Hillary Clinton I know what difference it makes that our **American** ambassador and three other brave Americans were killed in a deliberate terrorist attack on the anniversary of 9/11 in Libya ; … we fear we are losing that uniquely **American** sense of limitless possibility for ourselves, for our children, for our grandchildren* (1). *Instead of a president who seeks to go to the United Nations to end-run Congress and the **American** people…* (6).

The analysis of pre-election speeches demonstrated regular use of the lexeme "*American*". It is clear that the candidate's pre-election speech will focus on domestic political affairs. National attributions exploitation appears to be a striking confirmation of the attempt to exert a suggestive influence on recipients to achieve the goals set by the pre-election campaign.

The use of pronominalisation and national attribution techniques models the suggestive strategy of suggerends' identification. The analysis of the American pre-election speeches revealed the presence of a deep-laid socio-psychological content of audience identification and this strategy usage efficiency for the realization of suggestive influence.

Political communication is becoming increasingly important in the modern world. The need for professional use of the word becomes increasingly important in contexts of political processes stirring up and, consequently, boost of political communication. Mind control through suggestive linguistic techniques for the purpose of hidden influence on a recipient's cognition in such a way, that the information perception was unconscious and uncritical, is one of the fundamental techniques of modern politics, and, in particular, of pre-election discourse. The analysis of the American pre-election discourse demonstrated a crucial importance of inter-dependence between the text and communicative situation for successful realization of communicative goals. It was found out that a suggestor produces suggestive pre-election texts according to the communicative strategies of political suggestion.

The factual material showed that in the structure of the text suggestive techniques are foregrounded through a system of linguistic markers. It should be noted that linguistic units have no manipulative power in themselves, but realize their suggestive potential only in the context of suggestive communication.

The prospects of the research we see in thorough study of suggestive linguistic techniques in the discourse of financial prognostication, taking into account burning importance of economic issues nowadays.

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