

Ministry of Education and Science of Ukraine
Sumy State University (Ukraine)
The College of New Jersey (USA)
Camarines Sur Polytechnic Colleges (Philippines)
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Proceedings

STRATEGIC INNOVATIONS OF SOCIAL COMMUNICATIONS AND FOREIGN PHILOLOGY IN CRISIS TIMES

I International Scientific and Practical Conference

1 June 2024

Sumy State University, Ukraine



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The collection includes scientific materials devoted to current problems in the field of distance teaching and learning in the era of digital technologies, in particular in language pedagogy, media innovations, modern translation, ethnolinguistics, stylistics, methods and methodologies of modern linguistic and literary disciplines. The composition of the collection is scientific research on the preservation of national identity and cultural heritage, intercultural communications, psychological theory and practice, sociological research.

For teachers of higher education institutions, graduate students, students, teachers of secondary schools, gymnasiums, lyceums and colleges, all those interested in socio-humanitarian issues.

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інших подібних закладів та подарувати атмосферність столиці моди – Парижу.

Отже, медіаландшафт є важливим елементом урбаністичної культури Нью-Йорка в романі Елізабет Гілберт «Місто дівчат». Сюжетна канва роману розвивається на тлі преси, вистав, рецензій, афіш, вівісок та інших видів медіа. Письменниця використовує медіа як засіб передачі не лише інформації та атмосфери, але й як частини знакової системи міста.

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LANGUAGE AS A MANIPULATION TOOL IN POLITICAL TRANSFORMATIONS

In the modern world, language is important as a factor of social unity. By bringing people together, language is able not only to integrate the community, but also to manage it according to needs of authorities. In other words, language is a kind of tool, a weapon in the processes of political transformations (Zhabotynska, 2015).

Appearing in the political continuum, language adjusts interests of the nation,

directs people to achieve specific goals. In this aspect, it becomes a tool of propaganda – dissemination of worldviews, statements, theories, facts, arguments, rumors and other information to influence public opinion in favor of a certain common cause (<https://sal0.li/d395a8E>).

Within the historical development of humanity in general and the current situation on the international arena in particular, propaganda acquires a special relevance in political transformations when a country survives and progresses with overcoming difficulties. Military conflicts are one of the most significant challenges to country's destiny. In such situations, maximum mobilization of political, economic, scientific, cultural, and moral potential is required, which is made possible by language resources and the media.

Nevertheless, when a nation seeks to win a conflict, public propaganda can be used not only for good purposes. It is not uncommon for state leaders to abuse their powers by putting their own priorities above those of the public or by promoting openly reprehensible ideas. This problem requires clarification: why do officials manipulate the language and what exactly is hidden behind such manipulation?

From our perspective, the main reason for language manipulation lies in attempts to hide responsibility for political decisions. It is responsibility (including the criminal one) that is imposed for any actions in governing the country. In such cases, the state leadership may resort to specific linguistic manipulation techniques, the typology of which we propose to consider in lexical, grammatical and stylistic aspects. The proposed classification resonates with the ideas of the language level stratification (phonetic, lexical, grammatical, etc.) (Kocherhan, 2001).

Among lexical means of manipulation, there are euphemisms – neutral words used to replace inappropriate utterances. Traditionally used as a tool of political correctness (a manner of respectful communication with members of one's own or another culture: *Afro-American* instead of *Negro*; *disabled* instead of *invalid*), euphemisms have become firmly rooted in the political sphere to conceal aggressive intentions or forceful influence.

Thus, in the sense of military conflicts, the historical perspective shows that the

Holocaust (the mass extermination of Jews) during the Third Reich was called *the final solution to the Jewish question*. In the secret protocol to the Molotov-Ribbentrop Pact of 23 August 1939, the agreed division of Eastern Europe was veiled as *a territorial and political reorganization*. Germany called the invasion of Poland during the Second World War *a preventive measure*.

Modern times are also rich for lexical manipulation in political conflicts. For example, we can list a number of propaganda stamps of the Russian Federation where euphemisms masked openly hostile actions in the international arena:

- a) *reunification of Crimea – annexation of the Crimea to the Russian Federation;*
- b) *special military operation – a full-scale invasion, war;*
- c) *denazification – overthrow of the constitutional order, change of power;*
- d) *demilitarization – destruction of the armed forces;*
- e) *strikes on decision-making centers – destruction of the political elite.*

In addition to euphemisms, stylistic devices can shift responsibility. One of them is metonymy – transfer by adjacency. The metonymic pair «plural – singular» has a manipulative effect. The responsibility of a person or group is transferred to the entire state:

Most Ukrainians support joining the EU – Ukraine is for joining the EU;
Deputies adopted the law – Ukraine adopted the law.

The grammatical system has a similar feature. In particular, the verb categories of person and number clearly indicate manipulative operations to shift personal responsibility for political decisions onto collective shoulders:

I gave the order – We gave the order;
The President vetoed – Politicians vetoed / The whole Ukraine vetoed.

The verb category of voice is also a notable tool of power manipulation. For example, when reporting on difficult decisions, politicians try to absolve themselves of responsibility by using the Passive Voice instead of the Active Voice without specifying the decision initiator. This was the case with representing information about the Chernobyl accident in the *Vremya* TV program (Zhabotynska, 2015):

There was an accident at the Chernobyl nuclear power station. One of the

nuclear reactors was damaged. Measures are being taken to eliminate the accident consequences. Assistance is being provided to the victims. A government commission has been established.

Besides, the verb categories of tense and aspect (perfective, imperfective) can have a strong manipulative meaning. For example, there are two possible responses to a proposal to support a certain political decision: *I am supporting* or *I will support*. The first option indicates a voluntary vote in the moment of speech. The second statement indicates pressure and a prior agreement.

Similar manipulations are manifested in the following statements. *I have made a decision* – the person performed and completed the action once; *I made a decision* – the action was performed many times, and it is not known for sure whether it was successful.

In addition, manipulation works through the excessive use of formal business or scientific style lexemes. For example, by using bureaucratic words, people may try to make themselves appear «smarter and more experienced than they really are».

Thus, a long statement and an identical short one can manipulatively divide people into competent and incompetent.

Regarding your official appeal, we would like to inform you that in accordance with Article ... of the Criminal Code of Ukraine, investigative actions are carried out at the time of the suspect's detention after serving him with a suspicion – The suspect was detained. The case is being investigated.

Thus, verbal means are a powerful manipulative weapon in political transformations. We see the research prospects in studying the manipulative effects of non-verbal means of communication.

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МЕДІАКОНТЕНТ ЯК ЗАСІБ ДЛЯ ФОРМУВАННЯ БРЕНДУ МІСТА

Впізнаваний бренд міста та його позитивний імідж є одними із важливих чинників для залучення інвестицій, сприяння туризму, підвищенню рівня поваги до населеного пункту та його престижу. На думку Саймона Ангольта (2007), в епоху глобалізації, коли всі країни, регіони та міста змушені конкурувати одне з одним, брендинг для них є необхідним. Місто потрібно виділити серед інших, показати його унікальні цінності, створити впізнаваний образ. Не менш важлива роль відведена територіальному брендингу в протидії кризовим явищам. В умовах повномасштабної війни це особливо актуально, оскільки бюджет громад обмежений, і розвиток міст залежить від намірів інвесторів вкласти в це власні кошти та зусиль жителів населених пунктів. Окрім того, спільна робота жителів громади над розробкою та реалізацією проєктів сприяє їхній згуртованості і є ефективним інструментом для розвитку міста (Головко, 2021).

Тема міста та цінності його бренду – одні з ключових елементів концепції бренду. Цінності показують унікальні переваги міста серед інших, як-от економічні, соціальні, культурні або емоційні (Іванченко, 2017). Одним із потужних каналів для трансляції інформації цільовій аудиторії про цінності