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**ВСЕУКРАЇНЬКА
НАУКОВА КОНФЕРЕНЦІЯ**



СОЦІАЛЬНО-ГУМАНІТАРНІ АСПЕКТИ РОЗВИТКУ СУЧАСНОГО СУСПІЛЬСТВА

27-28 квітня 2023 року

Матеріали

**МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
СУМСЬКИЙ ДЕРЖАВНИЙ УНІВЕРСИТЕТ
ФАКУЛЬТЕТ ІНОЗЕМНОЇ ФІЛОЛОГІЇ ТА
СОЦІАЛЬНИХ КОМУНІКАЦІЙ**



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СУСПІЛЬСТВА**

**МАТЕРІАЛИ X ВСЕУКРАЇНСЬКОЇ НАУКОВОЇ
КОНФЕРЕНЦІЇ СТУДЕНТІВ, АСПІРАНТІВ,
ВИКЛАДАЧІВ ТА СПІВРОБІТНИКІВ**

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До збірника увійшли наукові матеріали, присвячені актуальним проблемам сучасного перекладу, етнолінгвістики, стилістики, методики та методології сучасних мовознавчих та літературознавчих дисциплін. Складовою збірника є наукові розвідки з питань релігії та культури, соціальних і міжкультурних комунікацій, психологічної теорії та практики, соціологічних досліджень.

Для викладачів закладів вищої освіти, аспірантів, студентів, учителів загальноосвітніх шкіл, гімназій, ліцеїв та коледжів, усіх, хто цікавиться питаннями соціогуманітарного напрямку.

Матеріали друкуються в авторській редакції.

трактуються різними групами мовців.

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**THE PHENOMENON OF LANGUAGE MANIPULATION IN FOREIGN
POLICY DISCOURSE: A LINGUOSYNERGISTIC PERSPECTIVE**

Today, the word «manipulation» has acquired an additional, more negative connotation, which means «get your hands on», «lasso», «catch on a mistake» and the like, which aim to turn a person into his own tool for achieving goals [3, p. 9].

The close connections of linguistic synergetics with other disciplines make it possible to consider language problems in an interdisciplinary approach, which, in turn, contributes to the formation of a synergistic vision of a linguist, deep immersion

in the subject of scientific research and the achievement of an effective and holistic result.

Language influence as a complex psycholinguistic process is an interdisciplinary problem. In addition, despite the accumulated theoretical and practical knowledge, this phenomenon is still not fully studied, which determines the **relevance** of our research.

The purpose of the study is to highlight the phenomenon of language manipulation in foreign policy discourse in a linguosynergistic context.

Achieving the goal of the research required solving the following tasks:

- to substantiate the concept of «language manipulation» from the standpoint of the theory of linguosynergetics;
- to distinguish the main components of the process of language and manipulative influence;
- to consider the manipulative mechanisms and narratives of russian propaganda that are spreading throughout Europe and the world.

The term «*manipulation*» comes from the Latin multi-meaning word «*manipulare*». One of its meanings has a completely neutral connotation: «to manage». However, there are words with the same root, for example «*manipulus*», which means «pride», «handful», «*manipul*» (a detachment of soldiers equal to 1/30 of a legion or roughly 150–200 soldiers) [3, p. 8].

As some scientists point out, one of the main techniques of language manipulation is stereotyping and repetition.

In particular, the language of the stereotype is quite simple, however, «subtle strategies that we usually do not identify in everyday life and that have an extremely large influence on the process of communication and construction of the image of the world. Knowledge of these mechanisms may ultimately be useful in regulating their impact, as well as in protecting ourselves from deliberate manipulation of our beliefs» [4, p. 290].

It is also worth emphasizing that the manipulative technique of repetition – is a special category for recipients who perceive information at different times. In

particular, in people's minds, information that is repeated several times begins to acquire the status of credibility, even those that were doubted at the beginning of receiving certain information. [6, p. 179].

As noted by some scientists, the structure of the process of language manipulative influence includes:

- determining the goals of manipulation;
- preparatory stage (creation of conditions and benefits); formation of a manipulation strategy; definition of tactics manipulations;
- the choice of specific methods of influence; selection of language means of influencing techniques (embodiment techniques of manipulation in the text); reception of the message by the addressee; launch of manipulation mechanisms and perlocutionary effect [1]. In the conditions of a full-scale invasion of the Russian Federation into Ukraine, the problem of language manipulation is one of the key ones, since the statements of the propagandists of the Russian Federation as a result of twisting and replacing concepts are a specific type of language manipulation aimed at changing any sphere of our life.

The practice of using manipulative influence is an important component of controlling human consciousness and behavior. Hence, politicians achieve preservation of power, implementation of projects of control over the masses and obtaining certain results in one or another area, where speech influence is used as such.

As V. Zirka notes, language manipulation is one of the types of manipulative influence directed at the recipient's behavioral and cognitive spheres of activity, which is actualized by language means and manifests implicitly [2, p. 5].

Also, means of information and communication influence can be conventionally divided into three relatively independent levels: micro-, meso- and macro-level. Such division is based on the scale of one or another means of influence (see Table 1) [5].

Table 1

Micro-, meso- and macro- levels of information and communication influence means

MIKRO-LEVEL
The micro level should include the use of the following tools: metaphors, synonyms, euphemisms and dysphemisms; clichés or universal truths, tendentious naming of someone or something, use of abstract denotatively free words.
MESO-LEVEL
<p>Within the meso level, two blocks of manipulative tools can be distinguished:</p> <p style="text-align: center;">I – logical and II – emotional.</p> <p>Logical means – by which the reader's mind is influenced in the direction required by the author of the text, in particular the following: substitution of the argument or its absence in principle; simplification or primitiveization of information; transfer of semantic accent; the use of statistics or data from sociological surveys; publishing the points of view of experts, “opinion leaders”; carrying out analogies beneficial to the author; discussing rumours; the use of stereotypes and myths, etc.</p> <p>Emotional means – the components of this tool are primarily designed to influence channels of information perception that are not related to the mind. This is the use of different versions of repetitions and parallel constructions; elements of humor – from subtle irony to sarcasm and outright mocking of a person; phraseological units; aphorisms; proverbs and sayings; non-verbal methods of influence – elements of the creolized text (photos, illustrations, caricatures, etc.</p>
MACRO-LEVEL
The most common mechanism of this kind is the selection of information for coverage or, in other words, the formation of the media agenda. By publishing only those facts that contribute to the realization of the communication goal (or ignoring the facts that prevent it), the creator of the text thereby influences his audience. Based on its scope and potential for influencing the audience, setting an information agenda can be considered an independent strategy of the communication process.

So, from the point of view of the linguosynergistic concept, as we imagine, language manipulation is a multidimensional system of the fractal type, which is focused on the informational and psychological influence on the recipient with realization through verbal and nonverbal means, and is also characterized by an implicit character.

As the research revealed, the main manipulative strategies of russian propaganda in Ukraine and Europe are the distortion of historical facts and the

essence of international treaties. Every person, especially in a warring country, should know the basics of how enemy propaganda works and be able to distinguish true from fake information, analyze any information heard from the news, read on the Internet, etc.

Propaganda of the Russian Federation is a powerful mechanism for unprotected consciousness, its influence on the territory of Ukraine and Europe is significant, and therefore there is an urgent need for counter-propaganda. Hence, the main task of each of us is to study our own history, language and culture and to observe information hygiene in order not to succumb to informational traps and manipulations.

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