

Азеева Валентина Сергеевна

магистрант

Таврическая академия

ФГАОУ ВО «Крымский федеральный университет

им. В.И. Вернадского»

г. Симферополь, Республика Крым

THE USE OF SPEECH MANIPULATION IN POLITICAL TEXT

***Аннотация:** прежде всего речевая манипуляция – это сложный психолингвистический процесс. Главные отличительные особенности манипуляции состоят в скрытом характере воздействия, стремление автора подчинить адресата и изменить его точку зрения. Речевой манипулятор речи должен обладать умелыми лингвистическими и психологическими навыками. Манипуляции широко используется практически во всех сферах человеческой деятельности, в том числе в и политике. Политический текст как своего рода манипуляция сознанием общества является одной из наиболее существенных и наименее понятных проблем в современном речевом общении.*

***Ключевые слова:** средства массовой информации, речевая манипуляция политический текст, лингвистика, языковая выразительность.*

***Abstract:** speech manipulation is a complex psycholinguistic process. The main distinguishing features of manipulation are the hidden nature of influence, desire of author to subordinate the addressee and to change his point of view. The speech manipulator should have skillful linguistic and psychological skills. Manipulation is commonly used in almost all spheres of human activity, including politics. Political text as a kind of manipulation of public's consciousness is one of the most essential and the least understood problems in contemporary speech communication.*

***Keywords:** mass media, speech manipulation, political text, linguistic, language expressiveness.*

Modern mass media are increasingly being transformed from informing to influencing means. Being a kind of leisure time for people, mass media have an impact on

their thinking and style of world perception [1, p. 23] We start to feel more and more impact of mass media during social and political instability, crises and conflicts. In such periods political texts actively begin to use language manipulation in order to put pressure on the public consciousness. The purpose of such texts is to make stronger a position of politicians, to recruit supporters and also to neutralize the negative public attitude.

Most researchers define the manipulation as the impact on mankind and urge them to do something unknowingly or against their own will, opinion or intention. But lately this term is increasingly used in a negative sense. However the word «manipulation» (from lat. «manipulare») was originally meant «to manage» and it had a positive meaning. The main characteristics of manipulation are the following.

First of all it should be said that manipulation is not a physical issue. It is not a physical violence also or even the threat of violence. Manipulation is aimed at the spiritual and psychological influence on human personality. Then it should be noticed that manipulation is performed in a hidden way. The fact of manipulation and its main goal should not be noticed by the object of manipulation. G. Schiller explains that: «...to succeed, manipulation should remain invisible» [3, p. 224] The success of the manipulation is guaranteed when the person who is the object of manipulation really believes that everything happens in a natural and inevitable way.

And moreover the implementation of manipulation requires a considerable mastery, experience and specific knowledge in different areas of life. If we are talking about a social consciousness in the sphere of politics as a rule, only specialists or at least people with special knowledge in this field create high-quality texts. Manipulation has a double nature [2, с.141] The language is the primary way of mass media influence on public's consciousness. Due to the language new concepts are formed and established in the picture of the world. Thus the choice of specific linguistic means determines the perceptual process and reproduction of reality.

There are different ways of linguistic influence that are used in oral or written speech manipulation. It could be deliberate distortions of reality through adding to key words unusual connotations. One of the most popular device for speech manipulation

is a word-play. For creation desired impression manipulators can use means of language expressiveness such as different tropes, stylistic devices, rhetorical figures, etc. Thus it is an issue to distinguish the difference between linguistic expression and linguistic manipulation as a phenomenon.

The author of the text does not always want to be responsible for the information that he conveys to the addressee. This way one of the commonly used techniques of speech manipulation in media is reference to unknown source. In such case following constructions are used: according to informed sources; according to press reports; according to rumors; according to unverified information; as it turned out; by all accounts; on good authority; it is said.

Euphemisms are one of the most popular devices in creating speech manipulations. The euphemisms are considered to hide and conceal the negative phenomena in the public consciousness. Euphemisms distract audience's attention from the object that can cause antipathy. Thus manipulating readers by using euphemisms are for hiding the true nature of phenomena through creation of neutral or positive connotations.

The syntactic devices of speech manipulation are mainly additional. Their function is to enhance the effect of lexical and grammatical means of influence on consciousness of the addressee. One more their function is to model the structure of the utterance. Syntactic devices allow to build the text, focusing on achieving a certain effect. The main syntactic devices in publicist texts are repetition, gradation, anaphora and epiphora. Parallel constructions are also used in political texts [4, c. 126] Their function is to emphasize the most significant parts of text.

Appealing to historical facts or drawing the historic parallels is one more tool in speech manipulation in political texts. It involves a comparison between the previous historical experience with events of our days. Appealing to significant historical facts allows journalists to draw a historical parallel and in such manner cause a false sense that the situation has been repeating again. Rewriting history is one of the modern tendencies that leads to manipulation of information. It is convenient to manipulate people, especially who has poor knowledge in history by presenting different events from the past in a favorable light.

Manipulation is used in many spheres of human activity, not only in political field. The mass media is the most important tool to influence on the audience. It should be mentioned that they control public opinion and behavior. Manipulation is the defining feature of political texts. It is typical for publications of different directions such as pro-government, independent and opposition.

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