

THE NATURE AND SIGNS OF MANIPULATIVE INFLUENCE IN NEWSPAPER LANGUAGE

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ABSTRACT

Manipulation is a very universal phenomenon and can be found in all socially important areas of human life. This phenomenon is the object of study of many sciences. This article examines the theoretical aspects of this area in various fields - medicine, technology, politics and others.

Keywords. Manipulation, newspaper language, media, mass media, manipulative tactics, linguistic classification

INTRODUCTION

Manipulation is the influence of public opinion and people's behavior in the direction necessary for a particular authority or social structure, the influence of certain attitudes, the introduction of stereotypes, the misconceptions of different plans is interpreted as an effect based on use and other unconscious perceptions. Political scientists distinguish the concept of "manipulative tactics" as a subcategory of a broader concept of political power, as the worst form of power face, as a means of weakening possible power resistance as a result of deception and deception.

The word "manipulation" comes from the Uzbek to the French "manipulation" - manipulation (complex technique; operation), which in turn is derived from the Latin "manus" - hand and "plere" - filling derived from.

The word "manipul" also played an important role in the etymology of the concept, a handful or maniple in translation - the main tactical unit of the Roman legions. Maniple's soldiers were called "manipulators." That is, the manipulators were "a handful" of soldiers, and because of their small size, they were easy to manage.

Thus, the semantics of managing people in "manipulation" can be traced back to the roots of their Latin ancestors. For a long time, however, this meaning went into the background, leading to the understanding that manipulation is a skill that requires special skills to manage inanimate objects. For example, Ushakov's definitions of manipulation, which are close in meaning, are given in Russian dictionaries, where the main meaning of manipulation is "complex technique, complex movement to something."

The term returned to dictionaries through 20th-century psychological research, in which the term "manipulation" was used as a metaphor to describe psychological effects to control personality. Although the meaning of the word "manipulation" has traditionally been used figuratively in many dictionaries as a method of influencing people, in recent times this meaning has been used both in everyday speech and in the scientific community. became the main content of the concept of manipulation. To determine the main features of the content of the concept of manipulation, E.L. Dotsenko B.N. Bessonov, D.A. Scholars such as Volkogonov, R. Goodin, O. T. Yokoyama, L. Proto, V. Riker, P. V. Robinson, J. Rudinov, G. Schiller, and E. Shostrom have given various definitions and classifications. The definitions under

consideration identified important criteria for manipulation: use of another as a means to an end, covert (covert) influence, influence, deception, initiation of behavior, exploitation, control, management, coercion, domination to do is to assimilate. We present these signs of manipulation, taking into account the theoretical concepts in these works, and explain their meaning:



Figure 1. Classification of manipulative signs of language

Source: Prepared by the author

1. A common symptom of manipulation is a psychological effect. The explanation proposed by G. A. Bal as an explanation of the concept of psychological influence (exposure) seems to be successful: causes or prevents any change in object A. It is natural to consider such an effect of a person or group A as psychological, which leads to or prevents a change in the psychological characteristics and appearance of the subject B. the individual receiver A, including his activity (and behavior in general), his consciousness (and the unconscious sphere of the psyche), is related to his personality.

2. The latent (unconscious object) nature of the effect. Psychological influence can be called manipulation if its object knows neither the fact of influence nor its direction, and assumes that it has come to a certain conclusion as a result of its own thinking. The illusion of voluntariness is that a free and independent decision-making that is beneficial to the manipulator is a necessary condition for the effectiveness of the manipulation. An important side function of the manipulator is therefore to mask the effect, i.e. to shelter the elements of influence that are hidden behind the “distracting” content of the message presented as unique to the object.

Attitude to the addressee as a special tool, their use allows the manipulator to realize their interests and achieve their goals. For the manipulator, the manipulated person does not have a specific value, but the object is manifested as something with a certain functional feature. Thus, the manipulation contradicts the “golden rule of morality” (“Treat people the way you want to be treated”) and violates I. Kant’s strict imperative that is close to it, in one of the formulas: “. . . know that you should always treat humanity as a goal, both in your own person and in the person of others, and never look at it only as a means.

3. The focus is on winning unilaterally. As a result of the manipulation, the intentions and needs of the manipulator are realized, and the wishes and interests of the manipulated do not play a role for the manipulator if they cannot be used for profit.

4. The use of the subject's own psychological strengths and psychological weaknesses of the object. Manipulation is carried out not only by affecting the area of consciousness, but also the less protected area of the unconscious (feelings, desires, instincts, needs), while the manipulated person has personal weaknesses and his own advantages (status, role, position, etc.) plays in the hands of the manipulator.

5. Motivational effect, motivation as a principle of manipulation. The manipulator, using various combinations, secretly introduces into the object's psyche a project of activity (or inaction) that is useful to him by artificially shaping or correcting the elements of the psyche that determine the person's behavior, changing his original intentions.

6. Mastering manipulative actions. In manipulation it is necessary to identify the psychological weaknesses of the addressee, skillfully select the most effective methods of exposure and successfully apply them, to act covertly to accurately predict the outcome, to have a subtle psychological instinct. This criterion of manipulation is not as important as the others, because it describes the complexity of the process, not the basic features.

Based on the generalized features selected, Dotsenko proposed six specific definitions of manipulation that address the above criteria in different ways. The most successful of these seems to be: "Manipulation is a type of psychological influence, the skillful execution of which leads to the secret excitement of the other person's intentions that do not correspond to his true desires."

Thus, the first sign of the concept of manipulation is "secret interference", which means cunning, deceit. In this case, the subject is unaware that a manipulative action has been taken against him. The sender of the message deliberately conceals the act of manipulation from his partner, following the false belief that the partner is acting in his own interest.

The second sign is “unnecessary interference,” a situation in which people are forced to do things they would not otherwise do if they are manipulated to change the normal course of events against the will of those being manipulated.

Thus, manipulation in politics is seen as an effect associated with the concealment or distortion of information, which is to go against the will of the manipulated person rather than his or her interests.

It is natural that the phenomenon of manipulation is studied in the most detail in psychology. Psychologists define manipulation as a type of psychological influence used to gain one-sided benefits through someone else’s covert motivation to perform certain actions.

In social psychology, manipulation is seen as an attempt to control a partner's behavior, an attempt to gain power or dominance over him by creating a situation in which the individual is forced to behave in a way that is beneficial to the manipulator, and secondly, without choice or without understanding, i.e., manipulation is a kind of ignorance that is interpreted as a one-sided game, when the goals and rules are known to a partner, the owner is a form of exercising power that influences the behavior of others.

Thus, manipulation is considered as a specific way of social regulation, management, control and determination of human life using various economic, political, social means. Various methods are used to achieve this goal:

- Manipulation of the needs of the subject (use of the wishes and interests of the partner);
- Manipulation of the subject's emotions (use of emotions, passions);
- "Spiritual" manipulation (formation of certain ideals and values in the subject);
- Intellectual manipulation (establishment of certain ideas on the topic);
- Symbolic manipulation (forming a stable human response to certain characters).

The main components of manipulation are called fraud, various tricks, fact-playing. Manipulation in communication, in the context of interpersonal relationships, is a system of premeditated actions of one partner in relation to another for a particular benefit.

In linguistics, the concept of manipulation is poorly understood and the available data are rather scattered. There are certain views that speak manipulation of speech is a violation of argumentation - pseudo-argumentation, a means of educating in the context of "communicative sabotage" and linguistic demagoguery, a means of achieving goals through persuasion.

Researchers of speech typology suggest that communicative forms of dialogue (affiliative, commentary, dialogue-interview, instrumental) can be manipulated for strategic purposes. Thus, a communicator may use an example of a commentator dialogue instead of an interview dialogue to hide interest in certain information. Manipulative dialogue is communication that is conducted for the purpose of influencing, not informing. The speaker uses language opportunities to load the listener with a specific idea of reality, an attitude, an emotional reaction to it, or an idea that is inconsistent with the intention that the listener can create. In other words, by implementing a special method of presenting information, using the various possibilities of language, the applicant chooses indirect, allegorical methods of presenting information, which secretly conveys to the recipient of a certain idea of truth, but loads efficiently.

Another reason for the emergence of manipulation is the interpersonal relationships that are mainly manifested in the communication process: the intentions of the parties, their degree of disagreement, the desire to influence the recipient, selfish goals, and so on.

By performing an act of manipulation, the manipulator selects a specific strategy and implements it using specific tactics called "manipulation technologies". These include: data breach, concealment of information, indirect presentation of information, deliberate selection of the method and time of presentation of information. The distortion of information, the shift of a concept in the semantic field, the wrong comparison, the wrong additions, are sometimes able to cut off the whole meaning. For example: Our oranges are sweeter (Our oranges are sweeter). In such comparative constructions, the second component of comparison is often missing. Holding only one of the objects being compared forces the buyer to calculate for himself

- Even better: something from competing brands, rather than the previous product of the same company - creates the illusion of a choice that is always attractive. Hiding information is manifested in default, in default - in concealment of certain facts and features. Data are provided selectively or are only partially covered. Silence occurs when a speech chain is intentionally broken, when part of the message does not receive verbal expression, but the intentional meaning of the message is fully realized in a particular speech. For example: Loves the Jobs You Hate. Silence as a purposeful communicative action is characterized by the applicant's desire to influence the recipient as much as possible. On the one hand, the author of the statement uses silence to draw his attention and focus. On the other hand, the sender of the message stimulates the mental activity of the addressee, encourages him to search, directs the direction of his thoughts. As a result, independence and awareness of the conclusion increase the power of influence.

It is well known that the implicit presentation of information is information that is not directly expressed, not directly materially expressed. The hidden nature of the statement indicates that in the act of communication, in the presentation of events and facts of reality, some elements or connections of the stated event do not take a clear expression. There are several moments of meaning in the statement, and the meaning conveyed by it is much greater than its coded and expressed meaning.

the meaning expressed by linguistic means, i.e., the meaning of a sentence containing certain linguistic symbols, goes beyond the content of the real linguistic symbols included in that sentence. The explicit meaning is only part of its general meaning, and the other part of it interacts with the implicit meaning. For example: We'll dye for you.

Here the meanings of the homophones dye are played. To give the lexical meaning of the lexeme dye. A different color using a dye; here die - stop living and become dead. Through this phrase, the meaning is unconditionally actualized: "We paint your things" and at the same time, "We do our best to do our job perfectly, and for that we even We are also ready for the lim."

Language tools perform the function of manipulation and belong to different levels of language - phonetic, grammatical, syntactic. Different tropes: metaphor, metonymy, hyperbole, etc., and lexical level-appropriate tools are particularly effective in the act of manipulation:

- Renaming - renaming some objects and events and creating new ones: The best salary for refuse officers;
- Excessive use of keywords or synonyms: Kellogg's Corn Flakes. That's how you can eat sunshine. Don't let little things distract you when you're eating sunshine;
- The use of words with a bright positive or negative meaning, the use of evaluative or emotional descriptions instead of neutral horses: Sleak Peach; Hanky Pinky; Quite Flame; (names of lipstick).

Necessary conditions for the use of lexical tools for the purpose of manipulation are:

- Polysemy, which allows for vague or ambiguous speech;
- Assimilation of indirect meaning in some contexts, as opposed to the meaning of the word in the language system;
- The presence of a literal meaning in the word;
- Blurring of the boundaries of the concept underlying the lexical meaning of the word, which leads to the inability to distinguish the semantic dimensions of semantically similar words.

In creating speech, the applicant, as a rule, does not fully disclose his or her views to the recipient, as it relies on the generality of their probabilistic experience and the recipient's possession of cognitive reasoning processes. Language manipulation (as well as language manipulation, speech manipulation, verbal manipulation) is a type of speech influence whose purpose is to unconditionally introduce alien values, desires, and goals into the recipient's psyche using psycholinguistic mechanisms. leads to critical perception.

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