

**CONCEPT OF «POLITICAL MANIPULATION».
CLASSIFICATION OF MEANS OF LANGUAGE IMPACT
ON THE LISTENER**

**ПОНЯТИЕ ПОЛИТИЧЕСКОЙ МАНИПУЛЯЦИИ.
КЛАССИФИКАЦИЯ СПОСОБОВ ЯЗЫКОВОГО ВОЗДЕЙСТВИЯ
НА СЛУШАТЕЛЯ**

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The article deals with the notion «political manipulation». Classification of means of language impact on the listener is given.

Keywords: political manipulation; means of authorization; stereotypification; discreditation; cognitive reception.

В статье рассматривается понятие «политическая манипуляция». Дается классификация способов языкового воздействия на слушателя.

Ключевые слова: политическая манипуляция; средства обращения; стереотипизация; дискредитация; когнитивное восприятие.

Any intelligent speech has the purpose to influence the recipient. The laughter, sexual excitement, calmness or indifference and other emotional conditions can be the result of such influence.

First of all, oratorical speech is characterized by mono-orientation – it is a monologue, i.e. the speaker addresses the listeners and speaks for them. In recent years views of social and psychological essence of performance have changed. The authors having this or that relation to the theory and a technique of oratory, write about performance as a way of influence on the audience and as about the interaction, empathy, dialogue between the speaker and the audience.

This purpose, perhaps, isn't always realized by the subject of speech, but not in cases of creation of the written variant of the public speech. The greatest effect is reached by that speaker who is able to cause both intellectual and emotional empathy. All this leads to use of certain means of attraction and attention deduction in a monologue. Thus, some similarity between a monologue and dialogue which depends on mutual activity of the speaker and listeners is created. It creates «an effect of live reaction» which is shown in

spontaneity of speech, fast reaction of the speaker to listener's perception of speech, even reservations play large role, creating this effect.

The field for application of oratory is rather extensive. This not only judicial eloquence, but also a number of related subjects: sociology, psychology, cybernetics, political science. Possession of the main set of attracting and keeping audience's attention allows the speaker feel comfortable and free in any field of his professional activity.

Before discussing the means of political influence, it is necessary to define what itself this influence or manipulation is.

Political manipulation is the specific type of speech influence having for an object introduction in consciousness under the pretext of objective information of implicit, but the desirable contents for these or those political groups so that at the recipient is called as political manipulation the opinion closest to the demanded was formed on the basis of this contents [2].

A huge number of people work in the field of development of political manipulation technologies : psychologists, linguists, marketing experts, journalists, artists, designers, writers, image makers, stylists, physicians, cybernetics etc. But we are interested in language component of this process. In particular, the means, frequently used in political performances and allowing to reach the expected result.

It is possible to allocate two types of language means used for coming into contact with listeners. The first – means of authorization, i.e. manifestation of the author's "ego", the second type — means of addressing, i.e. orientation of author's speech to the specific listener [3].

Let me innumerate **means of authorization**. They are:

1. Pronouns of the first and second person (I, we)

2. concrete pronouns (together, with you). By these means the effect of easy intercommunication with the audience is created, confidential conversation between the speaker and audience is established, the position of the speaker and listeners unites, there is their peculiar dialogue.

3. Other active means of authorization – verbal forms as the verb transfers movement and along with a pronoun possesses a category of the person which is concretized in relation to this pronoun. The use of verbal forms is also caused by communicative problems of speech. Their functioning in plural corresponds to a pronoun "we". They express the relation to the person and, thus, are subjectivity indexes in the statement:

We think, from all points of view it is useful to understand that social problems in society should be completely solved.

Constructions with verbal forms unite the speaker with listeners in any cogitative or physical action, and in this regard they have contacting function.

We will not be deceived, not all mentioned problems can be now quickly solved.

4. verbs- operators

a) the verbs expressing will, directed to other person:

I ask you... Listen carefully... Note to itself...

б) the verbs which internal subject is itself speaking

We address, we think, we will clear etc. [1]

What concerns means of addressing the audience, we cannot but mention next ones:

1. Stereotypification – one of the most important tools of speech influence. From the point of view of cognitive processes stereotypes are formed on the basis of associative communications on model "A concerns B", where B – one of prototypical concepts or a concept indirectly connected with a prototype as a symbol of Good or the Evil. Establishment of associative communications (it is frequent on a minor, insignificant sign) illustrates the device known as "labeling". A label – one of widespread arguments in dishonest polemic. In a name basis by a principle of a label any private sign of object is put. For example, ...

2. Discreditation – undermining trust in someone or something, derogation of value. The general strategy of discredit is realized in the fragment of the text oversaturated by metaphorical figurativeness as a jeer with the obvious purpose: insulting of the politician. The purpose is reached by application of the cognitive and semantic means.

Cognitive

1. Cognitive reception "riddle". The reader "solves" it together with the author ("*and why it is Chubais "actually flies up"?*"). Illusion of a joint semantic conclusion – one of productive ways of introduction of new knowledge in model of the world of the recipient. To the reader is leading in the role of "the clever gawk" who finds an answer himself.

2. Cognitive reception of a literary hint. Comparison with fantastic heroes (the liar baron Miunkhgauzen, and also the protégé of an old man Hotabych) allows to doubt the reasonable "take-off" of the hero: merits aren't present, all as in the fairy tale.

3. Pseudo-logic conclusion (provocation): "*It turns out, made the business well?!*" – in fact blocks positive conclusion and assumes transition to proofs that it's done bad. (We will note in brackets that proofs aren't present, and there is only an emotional ascertaining of the fact: "visited holes from bagels". The similar semantic course essentially distinguishes insult and jeer tactics from charge tactics).

4. A hyperbole reaching to the point of absurdity: "*actually flies up*".

5. Lexical and grammatical model with a negative connotation: "For what merits?". This rhetorical question always assumes negative conclusion.

6. The emphasis on gravity of the business demanding high qualification ("the most difficult") prepares business for an explicit semantic conclusion about unjustified expectations [2].

All considered means have the purpose to push the reader to a conclusion that the described politician is the incompetent deceiver. The purpose is reached not by a direct insult of the personality (the deceiver, the swindler), but by comparison of the hero of the speech with the literary characters having certain "reputation" in national consciousness. As a whole such tactical move can be conditionally designated "It is similar on...", where comparison obviously belittles and discredits the personality.

Semantic

1. Sema "deception, fraud" is directed by means of lexical value of certain words and phrases: "incomprehensible luck", "a wind blows in a back", "sisters didn't notice... as to them visited holes from bagels", "magic pinches of old man Hottabych".

2. Exaggeration

3. Underestimation

4. Non-standard word-formation

5. Paronymic attraction

6. Use of estimated lexicon and lexical and grammatical constructions.

In conclusion we want to say that everyday a new political star is born. In the constant battle for power leaders have to find as many supporters as possible. Through long-lasting history of our planet there is a rule of proclaiming the ideas of the politicians. Their future success depends on the emotional echo the crowd shows after the public speech.

The content and logic of the speeches have change a lot due to the substitution of leaders. But there are basic rule which can't be ignored if you wish to be listened and heard.

In this article we made an attempt to summarize all the known means of language impact on the listener. We have studied the theoretical material on the topic as well as practical examples of speeches.

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СОМАТИЗМ КАК КОМПОНЕНТ ФРАЗЕОЛОГИЧЕСКОЙ ЕДИНИЦЫ

SOMATISM AS A COMPONENT OF THE PHRASEOLOGICAL UNITS

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В статье рассматривается проблема происхождения соматических фразеологизмов, а также синтаксическая организация фразеологизмов с соматическим компонентом в русском и казахском языках. Соматизмы в русском и казахском языках обладают большими возможностями для образования фразеологизмов, характеризующихся устойчивостью, большой частотностью употребления. Проведенный контрастивный анализ свидетельствует о значительном сходстве структурной организации изучаемых единиц в русском и казахском языках.

Ключевые слова: соматическая фразеология; семантика; мотивированность; эквивалентность; метафорические СФЕ (соматические фразеологические единицы).

The article deals with the problem of the origin of somatic phraseological units, as well as the syntactic organization of phraseological units with a somatic component in the Russian and Kazakh languages. Somatism in the Russian and Kazakh languages have great potential for the formation of phraseological units characterized by stability, high frequency of use. The conducted contrastive analysis indicates a significant similarity of the structural organization of the studied units in the Russian and Kazakh languages.

Keywords: somatic phraseology; semantics; motivation; equivalence; metaphorical SPhU (somatic phraseological units).

Внутри фразеологизмов в особую группу выделяются фразеологизмы-соматизмы, отличительной чертой которых является наличие в их структуре в качестве знаменательного компонента лексемы, обозначающей часть тела человека или животного.

По мнению исследователя Н.Н. Кирилловой, соматический компонент, являясь именем существительным, имеет следующие граммати-