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**MANIPULATIVE TECHNIQUES IN ADVERTISING DISCOURSE**

Graduate Thesis

ABSTRACT

Speciality 1-23 01 15 Social Communications

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Doctor of Philosophy in Philosophy,

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Minsk, 2023

## ABSTRACT

The object of research is advertising discourse. The subject of the research is manipulative techniques used in advertising discourse. The purpose of the work is to identify manipulative techniques used in advertising discourse, to determine their role and connection with other aspects of the analyzed discourse. The methodological basis of the thesis was general scientific methods: the method of analysis, synthesis, methods of induction and deduction, as well as private scientific methods used in the humanities (discourse analysis).

In the process of writing the thesis, the following results were obtained: the periodization of the history of advertising development was carried out, the concepts of advertising, advertising discourse, manipulation were defined, the classification of manipulative techniques used in advertising discourse was given, and a discourse analysis of advertising messages of a certain product was carried out. As a result of the study, manipulative techniques were identified in advertising messages that allow drawing the attention of the addressee to the advertised product, forming a certain opinion about the product and ultimately making a purchase.

The scientific novelty of the study lies in the identification of manipulative techniques in the advertising discourse of Heinz tomato ketchup for the period from 1909 to 2022. and trends in their presentation. Recognition of such techniques will help a potential consumer to be more critical of the content of advertising messages and, as a result, to purchase a product (service), as well as to resist a change in their consciousness.

*Key words: advertising, advertising discourse, manipulation, manipulative techniques, discourse analysis, linguistics.*