ON SOME ASPECTS OF SPEECH MANIPULATION THROUGH INTERCULTURAL PERSPECTIVE

Valeria A. Trofimova

Institute of Philology
Southern Federal University
Rostov-on-Don, Russia
e-mail: leratrofimowa@mail.ru
ORCID ID: 0000-0003-1769-2050

Abstract. The article is devoted to the study of the problem of verbal manipulative influence that impedes effective interaction in the framework of the theory of intercultural communication. Recently, as a result of more and more intensively developing migration, trade, and economic contacts between Russia and the West, this problem has become extremely acute, which makes the proposed topic relevant. Manipulation is considered as an effect on the addressee bypassing his cognitive sphere of consciousness, as an attempt to deceive critical reasoning. The article attempts to review the scientific literature on the main strategies and tactics of speech manipulation. The following strategies are singled out as basic ones: a downgrade strategy, a promotion strategy, a strategy of veiling, mystification, depersonalization, and also an information-interpretation strategy. These strategies can be implemented in speech by the following tactics: tactics of negative assessment, repetition of information, imaginary courtesy, tactics of distorting information and selective presentation of material, tactics of implicit accusation and tactics of an illogical argument. The identification of linguistic methods of implementing manipulative tactics leads to the conclusion that manipulative influence does not focus on a narrow circle of certain linguistic
means. With a special organization and presentation of textual material, almost any speech mechanism can serve the manipulative goal of the addressee, in particular it is lexical, morphological, syntactic, textual, as well as contextual means. Considering the technique of manipulation basing on a Russian-speaking language personality as a material, we analyzed the language tools of the novel by A. Ivanov, “The Geographer Drank the Globe away”. During the study, the following tactics and methods for their language implementation were identified:
- tactic of negative impact is created with lexical means of hyperbole, allusion, hidden comparison;
- tactic of implicit accusation is expressed through a two-component model with the subjunctive mood;
- tactic of imaginary courtesy includes syntactic and grammatical means;
- the tactic of an illogical argument is implemented by various contextual means. We have also proved and illustrated that the degree of manipulative influence affects the confidence of relations between communicants.

**Keywords:** intercultural communication, speech manipulation, language means

**Introduction**
The article is devoted to the study of the problem of verbal manipulative influence that impedes effective interaction in the framework of the theory of intercultural communication. Recently, as a result of more and more intensively developing migration, trade, and economic contacts between Russia and the West, this problem has become extremely acute, which makes the proposed topic relevant. Manipulation is considered as an effect on the addressee bypassing his cognitive sphere of consciousness, to create the illusion of giving the interlocutor a fair and equivalent choice, essentially depriving him of any choice at all. The article attempts to review the scientific literature on the main strategies and tactics of speech manipulation. The following strategies are
singled out as basic ones for verbal communication: a downgrade strategy, a promotion strategy, a strategy of veiling, mystification, depersonalization, and also an information-interpretation strategy. These strategies can be implemented in speech by the following tactics: tactics of negative assessment, repetition of information, imaginary courtesy, tactics of distorting information and selective presentation of material, tactics of implicit accusation and tactics of an illogical argument.

**Objectives**

We attempted to identify and characterize the main strategies and tactics of speech manipulation, as well as to highlight the linguistic methods of its implementation in speech from the point of view of Russian language culture.

**Methodology**

Realization of this research goal implies a descriptive method, which includes generalization and interpretation of the data obtained, as well as linguistic methods of definitional, contextual and stylistic analysis.

**Results**

The identification of linguistic methods of implementing manipulative tactics leads to the conclusion that manipulative influence does not focus on a narrow circle of certain linguistic means. With a special organization and presentation of textual material, almost any speech mechanism can serve the manipulative goal of the addressee, in particular it is lexical, morphological, syntactic, textual, as well as contextual means. Considering the technique of manipulation basing on a Russian-speaking language personality as a material, we analyzed the language tools of the novel by A. Ivanov, "The Geographer Drank the Globe away," which is replete with a variety of speech models of influence on the opponent. During the study, the following tactics and methods for their language implementation were identified:

- tactics of negative impact are created using lexical means of hyperbole, allusion, hidden comparison, syntactic means of aposiopesis;
- tactics of implicit accusation is expressed through a two-component model with a subjunctive mood in combination with obscene language and comparison;
- tactics of imaginary courtesy include syntactic means, polite forms of imperative mood;
- the tactics of an illogical argument are implemented by various contextual means. We have also proved and illustrated that the degree of manipulative influence affects the confidence of relations between communicants.

Discussion
The theory of intercultural communication not only represents the knowledge of linguistic habits of communicants of various social strata and professions, but also correlates with the theory of communicative influence, since when interacting with cultures it is extremely important to understand what communicative strategies and tactics speakers employ in their speech, how successful their realization is in the course of communication and what effect it has on the degree of confidence between communicants.

In pursuit of communicative success, the speaker resorts to various types of speech exposure. One of the most common ways to convince an interlocutor to accept a certain point of view or make him act to a speaker's advantage is by manipulation. Manipulation is primarily associated with the subordination of the human mind, which is imperceptible to the listener, bypassing his cognitive activity, which allows the manipulator to impose his ideas without conflict with the interlocutor, thereby reducing the risk of communicative failure and minimizing his own speech costs. So, E.L. Dotsenko defines manipulation as “a type of psychological impact, the hidden implementation of goals, desires, intentions, relationships or attitudes in the psyche of the addressee that do not coincide with those that the addressee has at the moment” (Dotsenko E.L., 1997: 60). Thus manipulation creates an illusion of free choice and takes communicative interaction beyond the limits of established speech norms.
Manipulation of speech is carried out through a series of communication strategies and tactics. A strategy is “a complex of speech actions aimed at achieving communicative goals” (Issers O.S., 2009: 181). Having studied various classifications of strategies aimed at implementing manipulative effects on the recipient, we have considered it appropriate to cover the following communication strategies in the framework of this article:

The downgrade strategy is to discredit the opponent; it implies implicit linguistic forms of expressing negativity in relation to the person or object, which manifests itself in the desire to present it in an unsightly way.

The promotion strategy is aimed at strengthening the authority of the speaker in the eyes of his audience and characterizing him to his benefit.

With a theatrical strategy each of the opponents seeks to make their speech more colorful and vibrant. The impact in this case is aimed directly at the addressee, and the main means here is creating a high emotional stress (Mikhaleva O.L., 2009: 38-45).

Manipulative impact involves the implementation of the following tactics:

- the tactic of a negative assessment is aimed at creating a negative image of another person. However, the negative attitude of the addressee is purely subjective in nature and is not supported by any compelling reasons. A frequent technique here is the tendentious use of negative information;
- the tactic of information repetition implies a constant repetition of the same thought and puts pressure on the recipient's consciousness, forcing his subconscious to gradually get used to the idea, which initially seemed absurd;
- the tactic of imaginary courtesy. Having clothed his manipulative intention in the form of an imaginary concession the manipulator disposes the addressee to himself and has him accept the proposal against his will;
- the tactic of distorting information leads to distortion of pragmatic truth without departing from the factual truth;
- the tactic of selective presentation of material is a one-way presentation of information basing on violation of the maximum of quantity. Referring to various information sources will help not to fall for it;
- the tactic of implicit accusation makes the addressee feel guilty and put pressure on himself, with a reproof realized through a hint;
- the tactic of bringing an illogical argument, which only a competent listener can identify.

R.G. Babaeva views speech manipulation of consciousness as the suppression of the interlocutor’s will, which is achieved by using a number of verbal and non-verbal means. The language of manipulative influence encompasses tools of various language levels, including morphological, lexical, syntactic and textual (Babaeva R.G., 2018: 42). However, it should be noted that there is no specialized set of language tools that serve the implementation of manipulative strategies and tactics. Meanwhile, almost any tool can be used for this purpose.

We traced the mechanisms of speech manipulation on one of the sensational novels, which was adapted for the screen and gained worldwide recognition, which is extremely important for the European audience to correctly understand the language choice made by communicants based on the Russian language. In the novel by A. Ivanov “The Geographer Drank the Globe away” (Ivanov A.V., 1995), there are various models of communicative interactions revealed in everyday and professional discourse. During the conversation, the teacher complains to the head teacher about the students.

“I got the impression that 9V is simply impossible to keep,” said Sluzhkin. - This is some kind of sonderkommando ...
- This is purely your personal impression. Other teachers have no troubles with discipline in 9V.

“I tried ...” Sluzhkin began to make excuses. - At first exhorted, then yelled ... did not want to give bad marks at the first lesson ...
- Bad marks should be given for the lack of knowledge, and not for the lack of teacher’s training. But yelling, as you put it, is
impossible in any case. Children experience enough stress at home.

In the given example we can observe the manipulative effect realized by a number of syntactic, lexical, and contextual means that go beyond traditional linguistics. Sluzhkin, pursuing a negative assessment tactic, is trying to evoke negative emotions from his opponent towards unscrupulous students. In his statement, he resorts to a hyperbole twice, in the second case, endowing it with a special emotional charge created with an allusion, -reference to the “special forces unit in the German army of the Second World War, engaged in punitive operations”. After failing to provoke sympathy of his boss, Sluzhkin uses a syntactic tool -aposiopez embodied in a number of unextended and elliptical sentences, which allows him to concentrate the head teacher’s attention on his fruitless but numerous attempts. Besides, these sentences aim to disguise the tactic of an illogical argument that violates the logical connection between the theses, which the speaker employs. He sees a direct correlation between a poor discipline and poor students’ grades, while the school scoring system provides for grading solely in accordance with students’ knowledge. In other words, he blames his condescension, and not his inability to successfully influence the students at the lesson, thereby realizing a strategy of self-presentation and a strategy of discrediting an opponent. However, this manipulative trick fails because the experienced head teacher recognizes an illogical argument in speech. In addition, the head teacher himself uses tactics of implicit accusation. Without pointing out Sluzhkin's incompetence directly, he indirectly compares him with other teachers, which puts pressure on the addressee and causes his cognitive and emotional dissonance.

The tactics of implicit accusation are widely represented by a two-component cognitive model, the hidden meaning of which is created by the morphological means of the subjunctive mood: If you thought about me, you would definitely help me.
If caring, wouldn’t drag anyone into the house, wouldn’t drink money away, wouldn’t get drunk like a pig!

In the second case, we are dealing with an aggressive variety of manipulation, which can destroy the addressee’s emotional and psychological balance and have a powerful destructive effect on him. In the present example, aggression is created with obscene language and crude comparison.

We can find another example of interweaving various manipulative tactics in the following passage:

“Write again! ..” 9A moaned.
- Wrote at literature, foreign, algebra ...  
“Again, ” Sluzhkin strictly confirmed.  
“We’d better, Viktor Sergeyevich, sit in silence for the whole lesson and won’t be writing.”
“You’d better you will sit in silence and be writing for the whole lesson,” Sluzhkin made a counter-proposal.

In this dialogue, we can see the way the class tries to convince V. Sluzhkin, a geography teacher, not to force them to write at the lesson, using the tactics of an illogical argument. This tactic is implemented with the help of such syntactic tools as apopiopeza, which has the addressee’s train of thoughts follow a direction the manipulator wants it to, creates the illusion of letting one make one’s own decision, and asindeton, gradually increasing emotional stress. The teacher, in turn, applies tactics of imaginary courtesy. Having an outer form of a suggestion and starting with a cliched phrase introducing an imperative in a polite form, his statement expresses an order and in essence does not proposes an alternative course of events for the addressee. However, this morphological way of expressing orders turns it into friendly advice. In addition, a lexico-syntactic repetition of the sentence, except for the negative particle “not”, softens the categorical nature of the order.

One of the features of the protagonist’s language personality is the use of jokes and aphorisms in the original and distorted form. This makes his speech colorful and diverse and thereby hampers critical reasoning, and prevents an objective assessment of the arguments.
presented. In the following example, we can observe the manipulative technique of giving an argument in a comic form.

- Why do we need the economy? We will be independent artists.
  “An independent artist is a barefoot cobbler,” retorted Sluzhkin. - He knows everything, but has nothing.

For the theory of intercultural communication, it is important not only to understand the corpus of linguistic means of various levels, with the help of which a manipulative influence is carried out within the framework of communication, but also to make the communicants aware of the degree of manipulative influence that they inevitably undergo when entering into communication, since any type of communication involves the pragmatic impact of one interlocutor on the volitional, psychological, emotional and cognitive spheres of the other.

References