

Language markers of manipulative media discourse

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Abstract—The problem of the study is the tendency to increase the manipulative component in PR-communications of modern society, including in Russia. The problem can be formulated in the form of the following questions: what are the reasons for this trend? What are its social consequences? What is the logic of "breaking" this trend? The object of this study is PR communication in modern Russian society. The subject of the research is the phenomenon of linguistic markers of "manipulative bias" in modern PR-practices of Russian society.

The era, the main product of which is information, gives rise to new techniques of its transmission, while the consumer of this information is always a person. As a parallel carrier of experience, the individual complements and models his own thoughts and beliefs. At the same time, language plays an indispensable role both in structuring experience, conceptualizing and categorizing the world, and in the transfer of experience. With the help of verbal means, a person creates a model of the world based on the subjective perception of reality for its further transmission.

Keywords—PR-practices, linguistic indicators of manipulation, massmedia, public discourse

I. INTRODUCTION

Quantitative accumulation of negative consequences of manipulative PR-communications, which is the most important factor of destabilization, disintegration and chaotic interactions in the modern information society, necessitates a "qualitative leap" to synergistic communications [1].

The contradictions between the private interests of different social groups and the interests of society as a whole generate two types of PR-communications:

subject-object, which is dominated by the focus on the formation of the target audience such a picture of what is happening, which meets the interests of the "customer", but not the interests of the target audience (while the subject of communication considers the target audience mainly as a means to achieve their own goals); subject-subject, which is dominated by the focus on the development of a relevant picture of what is happening in the interests of all actors involved in communication.

Technologies of subject-object PR-communication do not assume consideration of negative consequences of manipulation of public consciousness [2]. According to the law of transition of quantitative changes to qualitative, accumulation of such destructive consequences (destabilization, disintegration and chaotic social interactions) must lead to a qualitative leap from manipulative to "synergistic" communications. Subject-subject ("synergetic") PR-communication involves information interaction of all subjects of PR-communication, aimed at "the process of harmonization of relationships and building trust." Technologies of subject-subject PR-communication are aimed at the development of ideas relevant to all participants on the basis of dialectical thinking style. Dialectical style of thinking provides PR-communication is fundamentally open and allows you to take into account the inevitability of the interchange of subjects in the communication process. In the aspect of the theory of nonlinear, "synergistic" communication integrativity (mutual enrichment and complementarity; information openness; overcoming stereotypes that divide "communication with one's own" and "communication with others") is the basic principle of building a communicative culture of

modern society. The model of PR-communication based on the principles of mutual openness and common social responsibility seems to be the most suitable for the integration of the interests of subjects both within the organization and in society as a whole [3].

In the context of globalization, which leads to the growth of total interdependence, efficiency decreases and the negative consequences of the use of the subject-object model of communication increase [4]. The subject-subject model, focused on the coordination of representations and interests of subjects of communication, on the integration of their interactions within the social whole, is becoming more and more popular. The subject-subject model of PR-communication manifesting the principles of mutually beneficial partnership and conscientious information acts as an attractor, "attracting" the present to the future, in which contradictions between the interests of different social actors should be removed in the "synergistic" common interest, providing synergistic interaction of communication subjects.

The development of globalization processes in the modern information society has led to a shift in emphasis on the communication sphere of the social system. The information environment is becoming the most important source of development, the driving force of social change. Modern society is permeated by a network of different communication systems, rich information industry. Politics and Economics, production and energy, science and education, culture and the media – all spheres of human life depend on the intensity of information exchange, completeness, timeliness, reliability of information, requiring the development of new forms of interaction with society. In the activities of economic entities, along with the need to constantly improve the characteristics of the goods or services, the ability to build communication interactions with different groups of the public plays an increasingly important role.

An alternative to the subject-object model is the subject-subject model of constructing socially-oriented communications, which involves the production of an information product for "strangers" as for "their". In accordance with this model, PR-communication should be built as a two-way, balanced dialogue of civil society actors.

II. MATERIALS AND METHODS

The study of the ontological and methodological foundations of synergetics was carried out in the fundamental papers by I. R. Prigozhin, G. Nikolis, G. Haken, and R. F. Abdeev, V. B. Vasilkov, K. H. Delokarov, M. S. Kagan, V. P. Kaznacheev, S. P. Kapitsa, G. F. Latfullin, V. I. Makarov, G. G. Malinetsky, N. N. Moiseev, A. P. Nazaretyan, A. V. Pankratov, V. I. Ruzavin, V. S. Stepin, V. V. Tarasenko, D. S. Chernavsky, M. Shterenberg and others. Synergetics as a mediator, interdisciplinary knowledge between philosophy and science, universal and universal dialectical laws is being developed in works by V. I. Arshinov, V. M. Vasil, V. E.

Voitsekhovich, Yu. A. Danilov, I. S. Karabulatova, E. N. Knyazeva, S. P. Kurdyumov, E. N. Luchinskaya, N. V. Poddubny, E. J. Rezabek, Z. R. Khachmafova, V. N. Zelenskaya, etc.

Theoretical and methodological base of our research includes the following philosophical and General scientific methods: 1) dialectical method, which allows to reveal the contradictory nature of Prcommunication, its ambivalent nature; 2) systematic approach, methodological tools which allows to present the subject of PR-communication as a multi-level self-developing system, which is part of an even more complex social systems; 3) synergetic approach, concretizing dialectical concept of development, allowing to consider the PR-communication in the context of the processes of self-organization of social systems.

III. DISCUSSION

The phenomenon of mass consciousness begins to be actively studied since the 19th century. In the works of G. Bloomer, G. Lebon, G. Tarde, W. Lipman, W. Mac-Duggala, D. Drawings use the features of thinking and behavior of people in various types of human communities. The concept of "massification" of public consciousness is presented in the ideas of F. Nietzsche, H. Ortega i Gasset, O. Spengler. The concept of "mechanized" and "bureaucratic" society, prone to alienation - in the ideas of M. Weber, G. Simmel, K. Mannheim.

Fundamental changes are also taking place in Russian society: as a result of numerous and rapid social transformations, it is moving in the direction from the traditional etatic ("closed" in K. Popper's terminology) society to a rational and legal "open" society. The technologies of centralized management of socio-economic and political spheres are being replaced by market and democratic mechanisms. This process we can observe during the protests of young people against the elections to the Moscow city Duma, which were supported in the regions of Russia in August 2019.

However, the increase in the number of information channels, information overload changes the patterns of human behavior of the XXI century. In particular, the researchers identify the following "psychological and behavioral features of the individual in the modern information space: 1. high demand for information and high awareness, 2. individualism and the requirement of personalization, 3. distrust of media and advertising, 4. volatility, spontaneity of decisions" [5].

Researcher in the field of design A. G. Rappaport distinguishes between traditional and new design through the idea of a prototype. The prototype is the model that the designer is guided by. Traditional design is based on prototypes, samples, and non-traditional design of prototypes is not. The scientist talks about the difficulties of this approach, associated with the disappearance of prototypes. "Social systems to a much greater extent incorporate a person, including a person who designs and implements them. In social

systems, implementation often coincides with functioning, and one of the types of functioning is the implementation and reproduction of the system "creation and organization, support and control". In this regard, the project of the social system and the project of its implementation can never reach the completeness of the project or drawing things, they always have open possibilities, a kind of nonlinearity. The design and implementation of social systems is a permanent process. The boundaries of the social system are less clear than the boundaries of things, and the boundaries of social design are more difficult to draw" [6].

The features of the process of deployment of the social project in social reality are proposed to be investigated within the framework of the "designer – participant" model. The discourse of this model "involves the designer's joint work with all stakeholders, the development of a flexible policy that takes into account the fact that the project initiates socio-cultural processes, the consequences of which can be provided only partially" [7]. The first approach is well described in the works on project management. As part of this approach, the project Manager should competently organize the process: set a goal, define tasks, and calculate the necessary resources. After all this, the implementation stage begins. Unique situation, of course, be considered. But in this approach, they are held on the theme of "crisis management". The second approach is less studied and is currently still developing, and therefore is of interest for research [8].

Applied technologies of using mass media for the political elite in the second half of the XX century became an important means of managing political and socio-economic relations.

Today, with their help, theoretical concepts of mass communications comprehend communicative processes, not only within social groups, but also in various spheres of social relations, in particular in politics. In the XX century the first theories and models of communication allowing to study communicative strategies of political actors were offered.

IV. RESULTS

Attempts to disclose the influence of PR-communication on the mass consciousness were made in the publications of D. Bryant and S. Thompson [9], V.V. Krasnykh, A.A. Maksimov, E. Rice, A.N. Chumikov. Social processes are deeply comprehended by representatives of the synergetic approach, which highlight the characteristics of social reality necessary for the analysis of modern PR communication and the development of further recommendations for the optimal interaction of various structures and the public in the information society.

When it comes to communication with the audience, when building a message, polymodality is often used, focused simultaneously on several representative systems, since the audience consists of individuals who prefer different modalities. Thus, the polymodal message provides the greatest productivity

and consolidation of information in the minds of the audience:

"We see the consequences of their behavior, we understand the reasons, we hear the ideas how to deal with it" [Transcript of Imagemaking and Psychotechnologies of Leadership. Presentation by IPLA Academy. IFA, 2014]. («Мы видим последствия их поведения, мы понимаем причины, мы слышим идеи о том, как с этим бороться»).

This example illustrates the use of verbs of visual "see", auditory "hear" perception in combination with the verb "understand", denoting mental activity, which enhances the effect of the phrase on the recipient. In a campaign speech D. Trump meet multimodal messages:

"We're a very divided nation. I'm not a politician and I've never wanted to be a politician. Believe me. But when I saw the trouble our country was in, I know I couldn't stand by and watch any longer. Our country has been so good to me I love our country. And I felt I had to act!" [Donald Trump speech in Gettysburg, PA. Oct. 22. 2016. // Youtube.com URL: <https://www.youtube.com/watch?v=GVk2Ojd76yo> (accessed 9.10.2017)] ("We are now a much divided nation. I am not a politician and never wanted to be a politician. Believe me. But I saw the problem that our country was facing, and I realized that I could no longer stand by and look at it. Our country has been very kind to me and I love our country. I felt I had to act! »).

Vladimir Putin carries out adjustment to the values, stressing the common goal with the citizens of the country:

"We will certainly succeed if we rely on the solid Foundation of the cultural and spiritual traditions of our multi-ethnic people, on our thousand-year history, on the values that have always been the moral basis of our lives, if each of us will live in conscience, with faith and love for the Motherland, for our loved ones, take care of the happiness of our children and the well-being of our parents." (Inauguration ceremony of the President of the Russian Federation of May 7, 2012. // Ntv.ru URL: <http://www.ntv.ru/video/313282/> (accessed 9.10.2017)).

Then he devoted time to the historical part, which is an adjustment to the experiences: "together We have gone a long and difficult way, believed in ourselves, in our strength, strengthened the country, regained the dignity of a great nation, the world saw a reborn Russia, and this is the result of the efforts of our people, a common hard work in which there is a personal contribution of everyone" (Inauguration ceremony of the President of the Russian Federation of May 7, 2012. / / Ntv.ru URL: <http://www.ntv.ru/video/313282/> (accessed 9.10.2017)).

Thus, the increase in the role of reputation management in modern business – reputation management (i.e. information and communications) is obvious [10]. Guided by the principle of "the

relationship of everything with everything", it is advisable to strengthen its reputation in the eyes of the General public by participating in social projects (assistance to orphanages, targeted assistance in case of disasters, etc.).

Since all communication systems are in a polarized state, a characteristic energy-information imbalance, to the extent necessary to coordinate the goals of the Communicator and the target audience, time and intensive energy-information exchange. To create an effective communication space with groups of the public, the technique of presenting information characterizing public relations is used [11].

It is important for us that the theory of communication developed around the concept of the information society, the problems of mass media and new communicative realities that emerged as a result of the symbiosis of media and market technologies (communication management, advertising communication, corporate identity, marketing communications, etc.).

V. CONCLUSION

Against the background of General socio-economic instability, the widespread use in the post-Soviet period of technologies to influence the mass consciousness, carried out in the interests of individual social actors and to the detriment of the interests of society as a whole, contributed to the strengthening of destructive processes in society and man. The negative consequences of the expansion of "manipulative" PR-technologies are manifested in the displacement from the public consciousness of universal cultural values and patterns of values and patterns of mass consumption society, in the expansion of hedonistic values and cultural stereotypes that Orient the individual to anti-social behavior, autism, nihilism and alienation [12].

It is established that in the modern Russian society the subject-object PR-communications prevail, which are characterized by the technologies of imposing obviously inadequate ideas on the target audience, which do not presuppose the attitude to the opposite party as an equal participant of the dialogue and partner.

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