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GENERAL BASIS OF LEXICAL AND SYNTACTIC CONSTRUCTIONS WITHIN INTERLOCATOR'S SIGNIFICANCE INCREASING TACTICS AND PERSISTENCE IN MADIATION
ОСОБЛИВОСТІ ЛЕКСИКО-СИНТАКСИЧНИХ КОНСТРУКЦІЙ ТАКТИКИ ПІДВИЩЕННЯ ЗНАЧИМОСТІ СПІВРОЗМОВНИКА ТА ПЕРСУАЗИВНІСТЬ У МЕДІАЦІЇ

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Abstract. The article is devoted to the study of syntactic means of verbalization of tactics for increasing the importance of the interlocutor of the manipulative strategy of the positive. It turns out features of the functioning of positive statements, issued by exclamation marks, interrogative, narrative, simple / complex sentence units. It determines the role of broken and complicated structures in manipulative contexts.

The article describes the linguistic means of expressing persuasiveness in British and American politician speeches as the main representatives of public mediation. An analysis of a number of speeches and interviews suggests that in English discourse there is a number of language tools at all levels of language that perform the function of persistence in the mediation process. These language tools allow the participants of the negotiations to attract the attention of the audience, to facilitate the perception of the content of the speech, to diversify the speech by means of influence, to form a collective consciousness.

It discloses the key points of manipulate with recipients and encourage them to take concrete action that is beneficial to a particular participant in the debate.

Key words: debates, mediation, persuasiveness, the interlocutor importance, manipulative strategies.

Since the second half of the twentieth century increasing the interest of scholars in pragmatics - a science that interprets language as tools of social interaction in the conditions of concrete situations of communication in linguistics is observed. It explores speech acts and the contexts in which they are realized. So-called "pragmatic turn" led to the emergence of a large number of studios, the subject consideration in which there are strategies and tactics of speech behavior.

It goes about the works of O.S. Issers, A.M. Baranov, K.F. Sedova, V.V. Bushkova, O.B. Dmitruk, L.Yu. Veretenkina, A.V. Oliachena, O.B. Fadeeva, T.E. Janko, Yu.K. Pirogova, I.S. Morozova, Yu.M. Ivanova and others.

Despite the growing number of linguistic works based on strategic approach, the object of linguistic intelligence has not yet been manipulative strategy of the positive, which determines the relevance of the study. With this strategy the speaker by message is pleasant to the interlocutor of the information seeks to change behavior or

emotionally mental state of the addressee. Positiveness dominates in the manipulative strategy tactics to increase the importance of the interlocutor, represented mainly expressive - complementary statements and statements that express a positive attitude towards the recipient.

Political discourse as a specific area of communication, its structure and features of style became an object of detailed linguistic analysis relatively recently, but the main characteristics of political communication is described quite well.

Particular attention is paid to language influence of the policy on the addressee in order to manipulate consciousness, because political discourse is the most influential phenomenon in modern communication. Particular interest is based on the research of use of linguistic means of persistence expression in political discourse as a milestone of modern mediation strategies.

The aim of the study is to establish the linguistic means of influencing the addressee in modern English political discourse by analyzing their interaction in the organization of the content of the analyzed texts. It is also aimed to study the syntactic features of language tools tactics to increase the importance of the interlocutor of the manipulative strategy positive. Achieving the goal involves solving the following tasks: to find out features of functioning of the expressives issued by exclamatory, interrogative, narrative, simple / complex sentence units; determine the role of ragged and complicated constructions in manipulative discourse.

The main way to form the right intense is grammar constructions put into the right syntactic formation. The main layer of sentence constructions representing expressive manipulative strategy of the positive, are narrative sentences. Number of exclamatory and interrogative sentence units are relatively insignificant. There is an exclamation point – one of the means of expression in language. Exclamatory intonation is inherent most of expressivness decorated with emphatic constructions.

Exclamatory sentences used by the speaker during the exercise of speech influence on through makes manipulative strategy of positivity, convey admiration, joy, love, express mostly the actual emotional experiences of the speaker, not his emotional and intellectual attitude to certain facts of reality.

Exclamation structures are more often made complementary statements, not statements to indicate a positive attitude towards interlocutor. Exclamatory intonation is typical for vocative and nominative sentence units, as well as for emphatic complementary constructions.

Phraseologized expressions are also characterized by exclamatory intonation. These are structures built on expressive syntactic models.

Since the described tactics belong to a manipulative strategy, applying which the speaker often thinks over his communicative moves, therefore fascination - an intense emotional reaction that is difficult to imitate - in tactics appears underrepresented. This may explain the relatively small number of expressions that convey admiration and have an exclamatory intonation.

Expressive tactics to increase the importance of the interlocutor in question forms are represented by single examples. These are mostly complementary statements. Such statements have low categoricalness (interrogative form of

compliment is unobtrusive), insure the speaker from communicative failure, accusations flattery, insincerity, etc.

Examples of interrogative compliments are also recorded in the working file forms, the structural design of which does not correspond to their pragmatic potential and illocutionary value.

For the studied strategy it is typical to support expressives with questions, activating the interlocutor's attention. With the help of such constructions the addressee is not only activates the addressee's attention, but also emphasizes the importance of the interlocutor, with which he seems to be consulting, whose opinion he considers important. Besides, significantly some of these structures allow the speaker to convince the interlocutor in authenticity of the reported, to remove suspicions of insincerity, to warn communicative failures.

Questioning can be addressed to third parties, but not to the addressee of praise. In this way, the speaker seeks to demonstrate his own objectivity, impartiality and enlist the support of a person, usually authoritative for the interlocutor.

Much more quantitatively represented in the tactics of increasing significance interlocutor rhetorical-interrogative sentence units. There are many of them: constructions with pronouns who, what, as well as expressive-amplifying: fractions where there, where there, that there.

It is significant that in composition of rhetorical-interrogative sentences instead of the personal form of the verb can use an infinitive that gives the expression a generalized character.

Rhetorical-interrogative form is inherent in the compliments that implement acceptance of self-humiliation or opposition of the interlocutor to third parties. Rhetorical questions, being an original syntactic tool, characterized by a mismatch of form and content. They can both perform the function of attracting the attention of recipients, and to provide the communication process ambiguity: the traditional structural and grammatical design of utterances in certain cases distracts the addressee from their internal meaning and purpose.

Manipulative contexts are characterized by the functioning of sentence types the purpose of expression is not in its meaning [3, 99]. Not in its meaning negative and affirmative sentences can be used, depending on intonations and specifics of the situation function as expressive assertion / denial.

Dominance of statements made in simple sentences units, in the tactics of increasing the importance of the interlocutor manipulative positive strategy, in our opinion, due to the fact that these tactics implemented mainly in dialogues, in contrast to, for example, tactics positive self-presentation, which is mostly represented by monologues speeches. According to T.M. Bell, dialogic speech can not have much complex syntactic organization, and syntactic complexity of discourse is naturally greater in the case of monologue communication, especially written, when the choice of language is not affected by constraints related to the conditions speech flow [5, 17].

Despite the predominance of simple sentences, in the described tactics complex structures are also sufficiently represented. In a complex sentence the speaker seeks to place as much information as possible. Functioning of complex sentences in

manipulative contexts can be linked to the research of J. Miller, according to which, human memory is capable of holding 7 + 2 units information simultaneously. When the amount of information exceeds the specified limit, consciousness "fails", to some extent "switches off", which allows having a direct impact on the subconscious of the recipient [6].

So that, in terms of oral communication, "limited operational human memory, which interferes with the perception of statements of considerable length, can be used by the interlocutor for manipulative purposes" [3, 112].

According to one of the laws of communication, identified by J. Sternin - "the law dependence of communication efficiency on communicative efforts ", efficiency communication is directly proportional to the communicative effort: the more communicative efforts are spent by the addressee, the higher its efficiency speech influence. Brief requests and orders are carried out with less desire, because they are perceived as rude, aggressive, therefore, the whole arsenal should be used to achieve communicative success verbal and nonverbal means, abide by laws, rules, conventions

communication, etiquette [1, 39].

The speaker's desire not to violate this law can be explained relatively a large number of complex and complicated structures used in carrying out manipulative influence.

Typical of tactics to increase the importance of the interlocutor Manipulative strategy of the positive are complementary statements that have kind of a series of simple sentences or complex sentences with several contract parts.

Linguistic representation of tactics to increase the importance of the interlocutor often has the form of an emotional text, the characteristic feature of which is also repetition structural-syntactic models, like syntactic parallelism. Essence of this phenomenon is the identity of the construction of two or more sentences. The main the function of parallel constructions is to strengthen the expressed opinion and emotional impact on the reader (listener). The degree of emotional saturation of such texts increases with the interaction of this technique with other syntactic means - repetitions, parcelling [7, 44].

Emotional syntax is characterized by a significant number of "grammatically and logically incomplete, interrupted models, in what the general is traced tendency to dismemberment of emotionally colored speech "[7, 44].

O.B. Vaulin, exploring the linguistic features of the expression of emotions, arrived to the conclusion that in emotional speech chains of complex are seldom observed common sentences: the speech of characters who are in a state of emotional excitement or exaltation, divided into small sentences, phrases, here various unfinished sentences, connecting constructions are used, separation, there is segmentation and their combinations, which, according to the researcher, makes speech alive and easy to perceive [2, 33]. This may explain the presence in the tactics of increasing the importance of the interlocutor expressive that have the form of sentences of broken structure.

To realize his intention, the addressee of discourse must predict the addressee, whom he gives, will be able to adequately construct the discourse compositionally,

taking into account the type of information and its evaluative aspect.

Working on the script of the speech, an experienced politician has to carefully consider its composition and language content. In this case, each relatively complete semantic fragment of speech (introduction, main part, conclusion) is made taking into account its communicative-target, semantic and stylistic appointment. According to N.P. Karpchuk, to achieve the communicative effect of the addressee politician, formulating a specific statement, forced to solve at the same time the problems of building a model of the addressee, modeling of own relations with the addressee and forecasting of his reactions [9, 11].

Conversational vocabulary occupies a special place in political discourse. According to M.O. Didenko, speaker consciously adapts to the style of oral spoken language, because spoken elements affect the recipient and sometimes cause a reaction that is impossible with the use of only literary and normative units. They make communication casual and informal. In this way, political speech is likened to conversation, and politics makes it easier to inspire your listeners with the right thoughts. In addition, colloquial words help politics better express their thoughts, give the right assessments, convey the emotional state of anger, irritation, disapproval, irony etc. Important elements and typological features of political discourse are also keywords and words-slogans, which are an example of updating general vocabulary. They are characterized by brevity, simplicity, definite semantic vagueness, which explains their frequency of use, emotionality, as well as evaluative polarization, which
promotes the division of groups into "own" and "foreign". The main task of slogans and keywords - as soon as possible to cause the addressee the expected reaction (association) [8, 15].

In addition, neologisms, euphemisms, foreign words are actively used in political discourse, metaphors and idiomatic expressions. Thus neologisms are used for creation of expressive-emotional background. A politician can fill neologisms with convenient and necessary rational and emotional content.

Quite often neologisms are used to describe awkward concepts. In this case, they are approaching by its function to euphemisms. It should also be noted that a politician who successfully uses and creates neologisms, is considered a creative, educated person. This contributes to the construction of a positive image of a politician and increasing its impact on the masses.

There are many figures of silence and paraphrasing in political discourse, in particular euphemisms used to soften unpleasant messages and persuade the electorate or representatives of the opposition. Political euphemisms help to change the audience's perception of those facts and events which can cause antipathy. They focus on unimportant details, displacing the main thing on the back plan. Most often, euphemism in political discourse can be traced in such aspects as activity and private life of politicians and their entourage, economic and political activities of government agencies and political parties, elections, military campaigns, means of attack and defense, terrorist or anti-terrorist campaign, coverage negotiations, summits in the media, espionage, etc. [11, 42].

In general, political euphemisms belong to means semantic manipulation, the

task of which is to form the worldview of the recipient, the impact on his consciousness and behavior management.

In general, the manipulation of public consciousness through language leads to the fact that ideological connotations of certain words distort their meaning. Lexical-semantic fluctuation in the meaning of words is revealed, usually, in such models as the old word (form) - a new meaning, the old meaning - a new word (form), paraphrases, substitution of concepts, vagueness of meanings, semantic contamination. According to K.S. Serazhim, to influence the addressee of the policy consciously uses the following properties of language: the mobility of the semantic structure of the word, the difficulty of distinguishing connotations from direct denotative meanings, the variability of denotative and connotative meanings of the same language signs under the influence of social factors, multicomponent lexical and pragmatic meaning, the existence of cognitive and communicative, objective and subjective in meaning, synonymous and associative connections of words, modality of expression and evaluation of semantics [13, 16].

To conclude, on the basis of the above, it is obvious that to study the linguopragmatic features of English political discourse, it is advisable to use a comprehensive approach to the analysis of the role and features of interaction of language means in the organization of the maintenance and expression of the pragmatic direction of political speeches texts. The influence of the analyzed texts is enhanced by numerous expressive and stylistic means that appeal to the addressee: lexical, phonetic and syntactic. All these tools are used to convince the addressee of the need to perform certain political actions; change his political views, beliefs and attitudes; to encourage the existing socio-political reaction beneficial to the addressee.

The given results show that syntactic means representing tactics of increase significance of the interlocutor of the manipulative strategy of the positive, are: sentences, different in purpose of utterance (exclamatory, interrogative, narrative), simple (both two-syllable and one-syllable) and complex sentence units, in particular complex and complex. Typical of the described tactics are torn sentence constructions. Redundant elements of sentence units, for by which the tactics of increasing the importance of the interlocutor are verbalized manipulative strategy of the positive, there are appeals, interjections and constructions, separate members and homogeneous members, adverbs and comparative inversions. It is promising for further scientific studies research of syntactic features of remarks-reactions to expressives used with manipulative purpose.

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Анотація. Стаття присвячена дослідженню синтаксичних засобів вербалізації тактики підвищення важливості співрозмовника як маніпулятивної стратегії позитиву. Виявляються особливості функціонування позитивних висловлювань, виданих знаками оклику, питальних, розповідних, простих / складних одиниць речення. Це визначає роль перерваних та ускладнених структур у маніпулятивному контексті.

У статті описано мовні засоби вираження переконливості у виступах британських та американських політиків як основних представників публічного посередництва. Аналіз ряду виступів та інтерв'ю свідчить про те, що в англійському дискурсі існує низка мовних засобів на всіх рівнях мови, які виконують функцію наполегливості в процесі медіації. Ці мовні засоби дозволяють учасникам переговорів привернути увагу аудиторії, полегшити сприйняття змісту виступу, урізноманітнити виступ засобами впливу, сформувати колективну свідомість.

У ньому розкриваються ключові моменти маніпуляцій з одержувачами та заохочується до конкретних дій, які є вигідними для конкретного учасника дебатів.

Ключові слова: *дебати, посередництво, переконливість, важливість співрозмовника, маніпулятивні стратегії.*

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