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ЛИНГВИСТИЧЕСКАЯ МОДЕЛЬ АНАЛИЗА
МАНИПУЛЯТИВНОГО ФАКТОИДА

Рассматривается проблема искажения действительности в медиадискурсе. Особое внимание уделяется манипулятивным фактоидам. Выделяются типы манипулятивных эффектов: манипуляция восприятием и манипуляция поведением реципиента. Разработаны фактообразующие принципы в конструировании фактоида, которые берутся за основу для лингвистической модели их анализа. Предлагаются компоненты этой модели: актуальность появления фактоида в медиапространстве; речевые маркеры соответствия фактоида действительности; элементы вымысла и их коммуникативная цель; значимость сведений для адресата и ее речевые маркеры.

Ключевые слова: лингвистическая модель, манипулятивность, фактоид, медиадискурс, искажение действительности.

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LINGUISTIC MODEL FOR ANALYSIS OF MANIPULATIVE FACTOID

The problem of distortion of actuality in the media discourse is considered. Particular attention is paid to the manipulative factoids. The types of manipulative effects were taken into account, namely, manipulation with perception and manipulation with behavior of a recipient. Fact-forming principles in constructing factoids have been established. The author considers them as a basis for a linguistic model for their analysis. Components of this model have been proposed, i.e., the factoid's relevance for the actuality; factoid's speech markers of actuality; elements of fiction and their communicative purposes; and significance of the information for the addressee and its speech markers.

Keywords: linguistic model, manipulateness, factoid, media discourse, distortion of actuality.

Introduction

Media discourse is accused of distorting actuality. Philosophers and linguists study distortion and consider lie as a conscious distortion of truth. Its various types and ways of verbal expression were distinguished. Lies are always evaluated negatively due to the fact that it implies an undeserved benefit and allows avoiding punishment [5, p. 21]. Therefore, the axiology of media production that does not fall out of lies contradicts the principles of traditional journalism focused on objectivity and authenticity of content.

However, distortion in the media discourse seems to be a more complex phenomenon

than a lie that causes an unambiguously negative reaction. The distortion here is carefully masked with the help of uncertainty, abundance of ambiguities, cuts in narration, rearrangements, fragmentation, convergence of genres, style syncretism, and montage as a text-forming mechanism [8, p. 354]. Therefore, we associate distortion with fiction – a deviation from the truth – based on the deformation of the referential signs of the subject [3, p. 73].

The product of fiction is a factoid – imitation of a fact, a quasi-fact, the content of which looks plausible [1; 5]. The term “factoid” is a hyperonym for phenomena, containing va-

rying degrees of distortion, i.e., fake, rumors, gossip, etc. At the same time, the linguistic studies of the word “fake” used in the media discourse of recent years (2016-2020) showed that it has expanded the range of its meanings and implies a fake message for any communicative purpose – entertaining or manipulative – and with varying degrees of reality distortion. These processes were noted by other researchers [4], which explains the synonymous use of these terms in media discourse and philology.

Fact-forming principles of a factoid

We consider factoid from the point of view of its perspective and ability to become a fact in addressee’s consciousness. The addressant needs to mask the fiction for internalization of dubious information in the addressee’s mind [7]. So, microparticles of objective reality are involved to create a kind of collage that does not cause cognitive dissonance in the recipient, since such a media fact is conformal to his knowledge, beliefs, and world-view in general [2, p. 18].

In this regard, in constructing a factoid, we distinguish some fact-forming principles, i.e., 1) reflection of an actuality fragment is the factual basis; 2) fiction realizes the communicative purpose of the message; 3) the fiction adapts to the conditions of actuality so that the lie does not contradict actuality, on the one hand, and the addressee factor, on the other; and 4) the speech structure of the factoid is similar to news, for example, a message is built on the principle of an inverted pyramid, including a heading, lead, references to a source of information, etc.

The distorted media fact performs a number of functions and is contingent on pragmatic factors. The main function of factoid is manipulation. This is a way to control people due to the illusions generated by the media in order to create favorable

conditions for the implementation of certain projects and ideologies – a system of people’s social and political attitudes.

The theory of speech acts considers some components of a successful false statement, namely, the recipient does not know the true state of affairs; he also believes in what the addressant says; and the false speech act is relevant [6, p. 105–106]. In terms of media linguistics and our work in particular, we obtain factors that ensure the realization of the effective potential of a distorted media fact. They are 1) novelty and difficult verification of data; 2) reputation of the information source; and 3) pertinence of the media fact for the addressee field.

Types of manipulative effects

The effects of a distorted fact are thought out by the addressee in constructing. The programmed effect is determined by the author’s intention. Manipulative intentions are to mislead the audience (misinformation), damage the reputation of a particular person (slander), or fix a stereotype (myth). Heuristic intention helps to bridge the gaps in the information narrative (fantasy or loose adaptation). The main potential of factoid is its ability to generate real facts [10, p. 18]. Psycholinguists found factoids to have various manipulative effects.

1. Manipulation with perception that is realized when the addressee manages to draw the attention of the addressee to the person, product, or event, form a positive opinion or, conversely, discredit them, influence the value picture of the world; and develop stereotypes and criteria for selecting information in the media. This is a preference for ideologically compatible information and ignoring other points of view on reality.

2. Manipulation with the behavior of the recipient when the effect of the media fact is the actions of the addressee, such as the

acquisition of a product or service, voting for the “right” candidate in the election, or changing life habits and behavior stereotypes.

In any type of communication we can find the effects mentioned, however, political and advertising discourses are most interested in maximizing the potential effect of a message. News also possesses manipulative potential, so they are purposefully constructed, thrown, and forwarded on social networks. Such reports constitute unverifiable facts. For instance,

(1) *Viber will be paid next Saturday. If you have at least 10 contacts, send this message to them. Thus, we will see that you are an active user and your logo will turn blue and remain free. (As described in the document today). Viber will cost € 0.01 per message. Send this message to 10 contacts. When you do this, the light will turn blue (otherwise Viber will activate the account) (message on the social network).*

The distortion of actuality allows simulating elements of panic behavior expressed in the spread of false alarming information. This is the effective response programmed by the initial sender of the message. Causing short-term emotions, often shock, without reflection, they suggest a quick expected effective reaction to unpleasant news (*Viber will be paid next Saturday*), namely, following the posted instructions from the recipient of the message, resulting in an Internet-traffic increase, panic, etc. With time, repeatability of this kind of factoid develops the recipients' tolerance and, therefore, weakens the effect.

Linguistic manipulation is mainly characterized by its implicitness and the fact that coercive behavior does not correspond to the real desires of the addressee. During manipulation, the addressant tries to convince the recipient to trust certain words, not relying on evidence; therefore the addressee often does not feel control over his behavior or consciousness [9, p. 4]. An effective fac-

toid provides unlimited opportunities for advertising and ideological influence that have various economic and political consequences.

Linguistic model

A manipulative factoid differs from the general array of fake information, for example entertaining fakes, since it is designed to produce a greater pragmatic effect. The differences are as follows. First, the connection of a manipulative factoid with reality is mandatory. The significance of the message for the addressee provides its pervasive effect, necessary for the manipulative message that is always relevant to the agenda and often has an alarming tonality. Secondly, the communicative purpose of such a message is not only to surprise the recipient, keep his attention, but also achieve a programmed action. Thirdly, the adaptation of the content to the real facts is high, the degree of thoughtfulness and credibility are regarded as the maximum possible, and distortion should not be detected by the recipient. The factoid should remain in fact status for as long as possible.

In this regard, we consider it appropriate to use the developed principles as a basis for a linguistic model when describing the manipulative effect of media facts whose fake status has been established. This model includes the following items: 1) the factoid's relevance in the media space; 2) factoid's speech markers of actuality; 3) elements of fiction and their communicative purposes; and 4) significance of the information for the addressee and its speech markers. The purpose of linguistic analysis is not to verify information, but identify speech markers of real facts and fiction. We considered an example.

(2) *WADA informant Grigory Rodchenkov tried to commit suicide in an apartment in Washington, which the FBI rents for him [11].*

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This message appeared in the media during a powerful information campaign intended to discredit the Russian Olympic team, which resulted from allegations of doping for wide use. The main whistleblower was G. Rodchenkov – the hero of the message proposed. The factoid includes the following propositions:

1. Grigory Rodchenkov is a WADA informant.
2. He tried to commit suicide.
3. He lives in an apartment in Washington.
4. The FBI rents an apartment for him.

The second proposition is the rhema in the focus and was qualified as fake in subsequent publications. The other propositions constitute the topic of the utterance, i.e., the background known to the audience, reliable data that create the illusion of the authenticity of the entire message and prerequisites for successful misleading the audience until

a rebuttal appears. The communicative purpose of this factoid is to discredit the one who, according to the creator of the fake, received money for the slander and serious difficulties in Russian sport. The fake message is welcome from the audience, calling for retaliation for the undeserved punishment of the country by international organizations, which makes the content of the text permanent.

Conclusions

Thus, factoids are an integral part of the media discourse and have a significant impact on the worldview of a modern man. This necessitates a linguistic study of this phenomenon. The model proposed for the description of factoids takes into account its relevance in the media space, speech markers of actuality, elements of fiction and their communicative purposes, and significance of the information for the addressee and its speech markers.

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СИМВОЛИЧЕСКОЕ ОСМЫСЛЕНИЕ КОЧЕВОГО ОБРАЗА ЖИЗНИ В КАЛМЫЦКОМ ХУДОЖЕСТВЕННОМ ДИСКУРСЕ

Дается описание символических характеристик концепта «кочевье» на материале калмыцких художественных произведений. Данный концепт в художественном дискурсе имеет различную историко-социологическую, психологическую и этнокультурную специфику. Исследуются ключевые константы кочевого образа жизни, входящие в семиотическое пространство калмыцкой лингвокультуры.

Ключевые слова: кочевой образ жизни, символика, лингвокультура, художественные тексты, дискурс, концепт.

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SYMBOLIC INTERPRETATION OF NOMADIC WAY OF LIFE IN KALMYK LITERARY DISCOURSE

The symbolic characteristics of the concept “nomadism” on the material of Kalmyk literary texts. In literary texts this phenomenon displays various psychological, social, national and cultural features.