MANIPULATIVE POTENTIAL OF PARALINGUISTIC COMMUNICATION MEANS IN SOCIAL NETWORKS

Iryna Skoreiko-Svirska
PhD in Philology
Associate Professor
Department of English Philology and Methods of Teaching English
Ternopil Volodymyr Hnatiuk National Pedagogical University
Ternopil, Ukraine

Nataliia Khuda
Department of English Philology and Methods of Teaching English
Ternopil Volodymyr Hnatiuk National Pedagogical University
Ternopil, Ukraine

Information technologies development as well as the global functioning of the Internet system have become an integral part of modern life and open up opportunities for the widespread use of visual communication. The combination of words (verbal elements), images and forms (visual elements) into a single communication unit is quite common in social media messages.

Paralinguistic means (a set of non-verbal means of implementing textual communication) help to increase the communicative effectiveness of messages and enhance the number of perception ways through which information is transmitted to the addressee, which contributes to its more effective comprehension. At the same time, the addresser retains the function of controlling the process of decoding information, making accents in such a way as to manage the addressee's perception and understanding of the text in the necessary direction.

Paralinguistic means of written texts are usually understood as means of transmitting information without using words as a coding system, namely architectonics (graphic segmentation) of the text, line length, font, text colour, italics, spacing, underlining, graphic symbols, iconic language (drawings, photographs, tables, diagrams), unusual spelling of words and punctuation, as well as other means, the set of which is not rigidly fixed and may vary depending on the nature of a particular message [3].

Internet users are almost completely deprived of paralinguistic means of oral communication. That is why, in an effort to compensate for the loss of this important component of communication, users find other ways to enhance the meaning of the text and convey emotions. It is preferable to consider the paralinguistic means of written texts in comparison with the paralinguistic means of oral communication, since within the framework of network communication the former serve as a reflection of non-verbal means that accompany oral speech. This is due to the specifics of Internet communication, when users transfer elements of oral speech to Internet communication in order to make their virtual

chatting as close to real as possible. In this regard, the following types of linguistic means used to convey expressiveness in social media messages are distinguished:

- iconic means (drawings, photographs, diagrams, illustrations, multimedia);

- topographemic means and architectonics of the text (division of the text into certain parts, their sequence and interconnection);

- syngraphemic means (stylistic variation of punctuation marks);

- graphic means for conveying the kinetic components of communication – gestures, facial expressions, the type of posture chosen, the look etc.

- supragraphemic means (font variation) – for the transmission of phonation paralinguistic means [1, 2, 4].

The use of the so-called emoticons, which are another important graphic means of communication on the Internet, is of particular importance. Today, forums, messengers and chat rooms often feature emoticons, which are pictures of people, objects, signs, etc. In addition, Internet users actively use pictures (including moving gifs), video fragments, etc. as paralinguistic tools.

It is noteworthy that while some paralinguistic means act as an independent carrier of information and are self-sufficient for revealing the content of the text (a drawing, a photograph, a diagram), other paralinguistic means are used as auxiliary ones in relation to verbal means and bring additional semantic expressive shades to the content of the message (font variation, repeated punctuation).

Non-verbal means are multifunctional, and the manipulative function plays an important role in the visual design of texts. The use of signs of a different nature helps to influence the recipient's conceptual sphere more effectively, as non-verbal information can reinforce the verbal part of the message, where manipulative strategies and tactics are implemented. In case of insufficient coordination of visual and verbal elements, the addressee usually pays more attention to non-verbal means (mainly visual ones), that are actively used to manipulate consciousness.

The main principle of manipulation at the paralinguistic level is the appeal to the imaginative and emotional perception of the audience. Paralinguistic means not only enrich the content of a verbal message, but also serve as a source of information about the speaker (addresser), his or her social characteristics and age, gender, character traits, etc.

Paralinguistic means of communication can provide additional information (sometimes contradicting the content of the verbal one): for example, a positive verbal text can be accompanied by images with a negative assessment. In this case, paralinguistic means, which are better perceived by a person, have a manipulative effect on the person's consciousness, and even neutral information provided in the text of the message may be assessed negatively by the addressee [2].

Non-verbal means can replace the verbal component that is missing and in this case they are implemented mainly in interpersonal communication. It is also

quite common to combine non-verbal means with verbal ones, when they convey the same meaning, provide some additional information to the message, and enhance the impact of verbal information. The multimodality of this type of messages introduces a certain idea into the recipient's mind, using different ways of transmitting information, which contributes to the effect of manipulative influence.

Thus, the use of paralinguistic means of communication expands the functional potential of linguistic means in the virtual space, and this gives the addresser the freedom to choose the ways of presenting information, doing it in the most convenient form for the addressee to comprehend everything, to establish positive virtual communication and enhance the effective impact on the recipient's conceptual sphere. So, besides functioning as additional means of communication, paralinguistic means serve as an extremely important mechanism for establishing contact and further interaction between the addresser and the recipient of information on the Internet.

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ЛІНГВІСТИЧНІ ЗАСОБИ МАНІПУЛЯЦІЇ

Яна Ходань
магістрантка факультету іноземних мов
Тернопільський національний педагогічний університет
імені Володимира Гнатюка
м. Тернопіль, Україна

Лінгвістика, як наука про мову, вивчає різноманітні способи, якими мова може впливати на людське мислення, переконання та поведінку. З масовим поширенням засобів масової інформації, соціальних мереж та інших комунікаційних платформ, маніпулятивні техніки стали надзвичайно поширеними і впливовими.