

LINGUISTICS

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Manipulation as a component of efficient communication

Communication is one of the key elements of human activity, since information exchange implemented through language predetermines the very existence of the society and satisfies the psychological requirement for human contact. Mutual transfer of information underlying the essence of the communicative process is viewed as a foundation of communication, which, in turn, is always associated with manipulative efforts exercised by the participants to the interaction. The present paper aims to analyse the factors determining the means of verbal manipulation as a component of efficient communication. Among such factors considered by the author are substantiation, conviction, persuasion, scrounging, inculcation, ordering, requesting and forcing.

Key words: efficient communication, manipulation, information exchange, decoding, encoding, communicative goal, communicative failure, theory of speech acts.

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