

## PHILOLOGY

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### **Slang as a means of persuasion and manipulation in modern communicative space**

It is considered the essence of modern English slang as an effective means of manipulation, which is not suitable for explicit persuasion and argumentation. Manipulation represents the pragmatic act that achieves its goals, without disclosure of obvious communicative intention: the addresser intentionally chooses such forms of the statement where any elements indicating directly an intentional condition of the addressee are excluded. The substitutive nature of manipulation determines the choice of certain linguistic units, such as words deprived of an internal form, euphemisms and slang. It is an advertisement where slang is often used as a successful manipulative means. Within a political discourse slang elements help to realize the idea of “people’s approach”. Slang included in the speech of the politician is a signal provoking involuntary attention. The relevance of such kind of research is determined by the urgent necessity of theoretical reflection on basic communicative problems.

Key words: communication, style, manipulation, slang, communicative space.

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