

## PHILOLOGY

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### **Lexicography as a way of representing the manipulative techniques**

Phenomenon of verbal manipulation is analyzed from the point of view of the possibility to create a dictionary of manipulative techniques, which will contribute to the recognition of manipulative influence, adequately respond to it and, therefore, provide informational and psychological safety of the speech addressee. When manipulating the addressee, as a rule, the choice is not even offered, the addressee is simply pushed to the choice, while the thesis, which the manipulator explicitly protects, is not formulated. When manipulating, there is more uncertainty than even with a direct lie. It is possible to present similar examples of verbal manipulation in lexicography. Modern dictionary is highly sociolinguistic: linguistic and cognitive information contained in it should be closely associated with a specific chronotope and the social order. This fully applies to the dictionary of manipulative techniques. In the dictionary of manipulative techniques there will be selected techniques, the use of which can mostly characterize certain discursive practices.

Key words: speech influence, argumentation, verbal manipulation, lexicography, dictionary of manipulative techniques.

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