

PHILOLOGY

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Modern problems of studying manipulative strategies in the political discourse

A communicative strategy in linguistics implements a certain sequence of actions of the addressee in accordance with a plan or installation. Among modern researches there are problems with the exact classification of communication strategies. In a broad sense, they can be conveniently divided into confrontational and cooperative. There is also a division of communication strategies into the following: self-presentation, convention and manipulation. We have dwelt in more detail on the manipulation strategy. This type of communication strategy is most clearly represented in political discourse. It is in this context that we have tried to identify the signs of manipulation implemented at different language levels.

Key words: political discourse, manipulation, communication, communication strategy.

December 19, 2021
