

PATHOGENIC TEXT AS A TOOL OF MASS MANIPULATION

Annotation. Certain texts can be considered pathogenic. The article deals with the problem of pathogenic texts and their main characteristics. The main features of pathogenic text have been analysed in the article. The ways of the pathogenic text neutralization have been suggested.

Key words: pathogenic text, symptoms of the pathogenic text, manipulative influence of the text.

Introduction. The person in society acts as the consumer and the creator of various information. The information published in the form of the text has the greatest influence on any person. Consumers of this type of information think that it is more convincing, because it is not transmitted orally, but recorded in writing. Each piece of information should be checked several times, comparing facts from different sources to ensure its accuracy. To believe data from only one (often not entirely reliable) source of information, is a big mistake.

A serious threat to information and psychological security are pathogenic texts that "cause or may harm the moral and mental health of an individual, nation, state, humanity", are of poor quality, contain mechanisms that force the reader to waste their time [2, p. 61]. It is a negative effect on the "consumer of the text", a negative perlocutionary (influence on the consciousness and behavior of the addressee) effect of the text. However, the concepts of "pathogenic" and "harmful" should be differentiated. Pathogenic, as a rule, is always harmful, but harmful is not always pathogenic. For example, a conviction that is harmful to the offender is not a pathogenic text for the society.

Object and research methods. The object of our investigation is works of Ukrainian linguists in the sphere of different types of texts. The subject of our

research is pathogenic texts. The aim of our research is to analyse the nature of pathogenic texts, their main features and impact on society; find out about the ways of neutralization of pathogenic texts in printed media.

The first researchers of pathogenic texts are Ukrainian linguists B. Potiatynyk and M. Lozynsky, who published the book "Pathogenic text"; the signs of pathogenicity of advertising in the Ukrainian media were studied by M. Kitsa; pathogenicity criteria were analysed by L. Massimova and N. Lishchynska.

Results. Defining the pathogenicity of a text depends on legislative and ethical norms in the country. In this regard, a text can be considered pathogenic that is prohibited by law and does not fit into the dominant social morality. According to F. Batsevych, the pathogenic texts:

- are aimed at undermining faith in God;
- are aimed at undermining national and state interests;
- threaten global security;
- threaten public morality;
- have a harmful psychological impact;
- lead to neglect of fundamental human rights and freedoms [1, p. 153].

The phenomenon of pathogenicity is also observed in advertising, the texts of which are harmful to humans because they are based on suggestions (subconscious influence, hypnosis). In view of this, a pathogenic text can be called a text that causes, or, according to experts, can harm the moral and mental health of an individual, nation, state, humanity.

Symptoms of the pathogenic text, according to Ukrainian journalist and linguist B. Potiatynyk, are:

- deteriorated perception of new, especially contradictory information, focusing on certain information as the only correct one; paranoid obsession with a certain text;
- reduction of the moral and psychological level of functioning of the

individual. However, these features are not subject to a clear criterion and are largely subjective.

H. Lishchynska argues that signs of pathogenicity should be sought at the textual level and highlights the dominants of content and format text.

Most researchers of pathogenic text tend to believe that the most important and influential sign of pathogenicity of texts is manipulative influence, because the content of such texts is often designed to motivate a person to certain actions, even if these actions may be harmful. By reading plain text, we get the information we need, and pathogenic text acts not just as a source of information, it has certain features used to influence, persuade, and sometimes force people to radically change their views and beliefs. Therefore, it is appropriate to identify the following main features of the pathogenic text:

- coherence: a pathogenic text created to convince someone must have a logical structure, a clearly defined topic that could capture the largest audience, facts (which are often in such texts are untrue or fictional);
- relevance: pathogenic text, if created for the purpose of exposure, should touch on a relevant topic that relates to recent events or events that are to occur;
- manipulative influence - a sign by which the consciousness of most people is directed in a direction that is beneficial to certain people (advertisers, manufacturers, information manipulators, etc.);
- selfishness: usually pathogenic texts are created, distributed by those people whose purpose is material gain, personal interest, the desire to enrich in any way;
- intimidation: "letters of happiness", spam, fake information - these are pathogenic texts that contain elements of intimidation: if a person does not disseminate certain information, then something bad will happen to him [3, p. 19].

Often these features are combined in the text or used all at once. With their help, a powerful pathogenic text is created, which manipulates our consciousness, allows us to control our decisions, will, beliefs. Pathogenic text is often written in a

journalistic style, which allows you to explore, summarize and interpret important socio-political issues in their own opinion, in order to influence public opinion, using the means of emotional influence. Pathogenic texts have a great influence on our consciousness and subconscious. "The harmfulness of such texts is that they teach to consume information without any effort, thus developing the habit of uncritical perception of texts". The environment of distribution of pathogenic texts depends on where the text was created and where it functions, i.e. on the information environment of the text. It should be noted that the pathogenic text is the information weapon of today, which means that the greatest environment for its existence and dissemination will be the information sphere.

The media (magazines, newspapers, commercials and leaflets) have a significant impact on people because they disseminate information about all events, news that take place in the country and the world. And not infrequently, thanks to the media, people's minds are manipulated.

Well - known doctor of philology, professor Borys Potyatynyk identifies two options for neutralizing pathogenic text: 1) organizational, which stipulates controlling information flows through certain organizational measures - censorship, protectionism (protection of aesthetic, moral, intellectual texts, etc.); 2) alternative - competitive, which involves the neutralization of pathogenic text by another - competitive text (neutralization, of course, occurs in the psyche of the "consumer" of the text). Accordingly, in practice, these two methods are often combined. They create unfavorable conditions for the pathogenic text, and the original, true texts are supported and encouraged morally and materially, thus displacing pathogenic information from the life of society[3, p. 134].

In order to neutralize the pathogenicity present in advertising, it is enough to impose censorship on the distribution of unacceptable commercials. Therefore, if the law prohibits the broadcasting of alcohol and tobacco advertising on television, then, accordingly, such advertising should not be broadcast even in the form of sponsorship etc. Pathogenic information begins to manipulate consciousness at the

moment when a person without any doubt believes in what is seen, heard and does not check the of the information received. Therefore, pathogenic text can function in the form of any information, and consumers can not always distinguish between harmful and useful. That is why it is worth paying attention to whether we become dependent on television, the Internet, the media, and all the information obtained should be checked by looking at information from several sources, not trusting only one source of information.

Conclusion. So, as we see, manipulation with the help of pathogenic text is quite common and successful, because there are many factors influencing humans. Often we do not even notice that manipulation is taking place, and easily trust advertisers, manufacturers. In most cases, the manipulation is due to advertising on television, because the impact on the visual and auditory perception of a person does not go unnoticed. Since pathogenic text has the greatest impact on people through the media, the consequence of such influence will be manipulation of consciousness, belief in the need for something, hidden benefits from distributors and producers of pathogenic text.

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Аннотация

В этой статье рассматривается политкорректность как часть явление в английском языке, необходимое для изменения некоторых слов, задевающих человеческое достоинство, расу, гендерную принадлежность. Также описывается, что это явление часто используется в интересах тех или иных политических групп с целью избежать реальных общественных проблем и кардинально изменить взгляды населения. Что касается переводческой деятельности, то распространение политкорректной лексики в английском языке требует от них знаний норм политкорректности и является необходимым условием для коммуникации в мировом обществе.