

LINGUISTIC MANIPULATION IN MASS MEDIA

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The problem of linguistic manipulation and its influence on the cognition of information for modern society is very popular nowadays. Our aim is focusing on the expression the role of translation and alternative ways of information transferring. In our work paper we analyze linguistic means of reporting information, which mass media puts in place to attract public opinion. For this goal a complex analysis of types of manipulation in media sources and the way of their translation is represented.

Most linguists would presumable approve that language is not value-free (Zemlyanova L.D., Adrian Beard, Popova T.I., Kent Asp and others). Rudyard Kipling once said, "Words are, of course, the most powerful drug used by mankind."

Manipulation of linguistic form means that a small idea or object will undergo some change, transformation, or mutation that is relatively unexpected on behalf of the reader. Some of the most frequently used syntactic technics of manipulation will be examined below.

Transitivity. According to Beard "transitivity involves looking at the language used to describe: what happens, who the participants are, what the circumstances are": *Cider brand tastes success by bringing visitors behind the scenes (Бренд Сидр отримує успіх шляхом залучення відвідувачів за лаштунками).*

Active and passive voice. Editors use passive structure for attraction people's attention not for partaker but also for the action he/ she has done. And vice versa editors use active voice to look no further than partaker: *The 22-year-old is recovering "in the care of friends and family" after being released from hospital (22-річний відновлюється "завдяки піклуванню друзів і сім'ї" після виходу з лікарні), (Passive). A single bitcoin has surpassed the value of an ounce of gold for the first time (Один біткоїн вперше перевищив вартість унції золота), (Active).*

Nominalization is a common used type of word formation where one part of speech is transformed into a noun. It should be used for reducing complexity in a sentence: *Probate fees: a nasty new tax on top of already monstrous death duties (Вартість за оформлення заповіту: новий небажаний податок на вже існуючий жахливий податок на спадок).*

Metaphors. When we translate metaphors from such spheres from English language into Ukrainian, the great attention should be noticed to the using of metaphors in a correct and suitable way: *Why it's time to dust off your velvet jacket - and how to wear it in a modern way (Чому настав час здутти пил з вашого оксамитового піджаку - і як носити його на сучасний лад).*

All illustrative material is taken from The Telegraph newspaper in electronic source. To conclude, it should be mentioned that, during the creation of the text translation, we propose translators of manipulation discourse to constantly select the most inert phrases from the semantic area, even for this purpose the neutral phrases in a particular context can show the value of impact, because in opposed to phrases with contrary meaning it reflects an affirmative assessment of this issue in a masked form.