LINGUISTICS OF INDIRECT INFLUENCE AS A LANGUAGE GAME IN SOCIO-POLITICAL DISCOURSE

Ekaterina S. Palekha
Kazan Federal University
Ilsoyar A. Sadykova
Kazan Federal University
Evgenia A. Zhuravleva
Eurasian National University

Abstract. The article considers the methods of so-called "silence-speech" – specific speech, tactics and strategies of which are oriented, on the one hand, to the author's non-identification of some aspects and events of socio-political life; on the other hand, to the use of intentional ambiguity, which violates the rule of accuracy and obviousness of a speech, and at the same time makes it understandable, accessible to the target audience's perception of the speaker. As a rule, such a two-tiered textual corset of the text is formed with the help of appropriate intonation (in oral speech) and a special set of lexical means (in oral and written speech), less often this function is performed by morphological and syntactic language means. The authors of the article suggest several methods of "diagnostics" hidden semantics in the text, as well as ways to verify these "secret" meanings, using the achievements of modern linguistics, communicativistics, psycholinguistics and approaching the classical complex text analysis. Fragments of modern publicistic oral and written speech texts have become the material of this study..

Keywords: mass communication, linguistics of influence, communicative efficiency, intention, perlocutive effect, implicit semantics, discourse analysis.

1. Introduction

Modern communicative pragmatics studies the issues of communicative norm, socio-speech stereotype, communicative role and communicative expectation, as well as the problem of successful modeling of multi-aspect discourse communicants' relations, which is of particular importance in public discourse as it is connected with the concepts of convention, etiquette, ethno-speech traditions.

It is known that any discourse interaction is automatically built on repetitive communicative models and typical speech genres that exploit basic social intentions and universal meanings and conventions for the majority of spheres of social communication that are assimilated by a person in the process of socialization or adaptation. For example, such models can include a communicatively incomplete statement, the language limitation of which is due to the existence of so-called ethno-racial prohibitions. In the articleof I.A. Sadykova it is noted that "the fundamental difference between communicative prohibitions and other types of communicative rules is that they are implemented in the form of communicatively meaningful silence, so they do not have a verbal alternative in the form of statements that correspond to the communicative norm of an ethnos" [1]. The reasons for the such non-verbal components existence are the prohibitions on the use of explicit criticism, obscenesions, direct prediction of negative events (death, doom, ruination) existing in social communicative practice. And according to our research, the violation of such prohibitions can lead to direct or implicit (latent) communicative failure / misunderstanding, which, as we notice, is confirmed by the presence of such cliched magic formulas in the Russian language as *типун тебе на язык* 'a pip to you on your tongue', *не каркай* 'do not croak', *сплюнь* 'spit' and etc. Apparently, this effect is explained by the fact that culture, including speech, is based on the national mentality and, as V.S. Tretyakova notes, it is "the image and the way of thinking of the language collective, the worldview of the people, reflected in the language" [2]. Therefore, the national culture determines the specific speech behavior of a representative of a particular linguistic and cultural community "through rituals and traditions, norms and rules, ethnic stereotypes, as well as national laws, language, speech and nonverbal mechanisms of speech activity of communicants and the specifics of discourse construction" [2].

2. Materials And Methods

The object of this study is the text-phrases used in political slogan communication, self-presentation utterances in social networks, slogans of social advertising and anti-advertising, catcalling-statements. There are some common features for such different elements: their inclusiveness in socio-political discourse, mono- or diphasic, slogans style building, avoidance of direct conscription, implicit speech elements (silence, hint, imposed preposition).

This features are especially evident in texts with elements of propaganda or socially-oriented advertising. Designed for the targeted majority, they must be aligned in such a way that their intentions are perceived by the readers in the given semantic and emotional perspective; and their effectiveness depends on a number of non-linguistic criteria (frequency of viewing, memorability, localization of posters and banners, their non-triviality, emotional contagion, ability to influence the public subconscious).

Let us turn to the notion of "propaganda" in modern linguistic science, where it has an ambiguous interpretation and not generally accepted research methodology.

According to the dictionaries [3], [4], [5], [6], it is possible to distinguish two separate lexico-semantic variants within the semantic field of the "propaganda" lexeme. We define them as propaganda-1 and propaganda-2. Under propaganda-1, we mean the neutral use of this word, reflecting the scientific picture of the native speakers' world. In this case, propaganda is understood as the dissemination, clarification and familiarization with ideas, views and

teachings. Propaganda-2 is understood as purely ideological and political activity, which is the translator of the impact on public consciousness. The latter meaning was fixed in the modern linguistic consciousness as the main one.

Summarizing different definitions, it can be said that social propaganda is the dissemination among ideas, views, perceptions or motivations to a socially significant action among a wide range of people. Verbally, it is modeled in a number of speech genres (appeals, teachings, advice, warnings, demands, threats, etc.).

3. **Results**

Non-verbal accompaniment of propaganda texts (colors, symbols, drawings, font, etc.) is of great significance. Often it forms an effective message of the text of advertising, modeling the basic or additional meanings, since the authors of such texts operate with the methods of the so-called **paralipsis**, which in classical linguistics means "a stylistic device for enhancing the expressiveness of speech, in which the expression of thought remains unfinished, is limited to a hint" [6]. Following the logic of pragmalinguistics, we can include into the paralipsis speech tactics and strategies oriented, on the one hand, to the author's non-identification of certain realities, usually socio-political or traditional-cultural life; on the other hand, the use of intentional ambiguity, which violates the accuracy of speech and has the purpose to make the formally hidden meaning obvious, understandable, accessible to the target audience of the speaker / writer. In the socio-political discourse we have another kind of paralipsis – it is the hint and the imposition of presupposition [7]. Such impact should be classified as **indirect**: the author has an intention to influence the audience, while he deliberately avoids the use of direct communicative acts, counting on a "soft" perlocutive effect: to obtain the desired result and 1) not to offend the interlocutor / addressee, 2) to use its hidden settings and value reference points.

We should note that sometimes the effect of indirectness is reached by so called the rule of conventionality breaking. Conventionality in communicative science is understood as a system of pragmatic conventions regulating the interactive interaction of communicants at different speech levels (from the speech act to the script [-12]).

4. **Discussion**

The popular method of the indirect impact is the implicit (concealed) connotative opposition of meaning-creating objects according to the semantic scheme "worthy – unworthy":

Симпатичные пацаны... стекла у машин не тонируют 'Cute boys ... do not tint the car windows' (the slogan of the road service).

Вы – не набросок. Скажи нет анорексии 'You are not a sketch. Say 'no' to anorexia' (social advertising).

Пора менять лысую резину! 'It's time to change the bald rubber!' (The slogan of the Belarusian opposition, the election campaign, 2010). The language game, irony, metaphor ("the bald rubber" = the head of the president of Belarus Lukoshenko), regular hint also become the elements of creating the opposition "worthy – unworthy" ('the new president is more worthy').

Разумеется, Гитлер был не прав: русские не являются неполноценным народом 'Of course, Hitler was not right: the Russians are not defective people' (photo-book: cities of different countries with signatures – "Rashka" instead of Russia, France, Germany, Holland, England) (propaganda of defectiveness of the Russians / Russia, affirmation with hate speech elements).

As follows from the given examples and other examples from our database, most of the impacting texts draw indirect form appeals, because direct forms of such utterances are perceived as aggressive, and therefore their perlocutive effect is reset. It should be noted that the bearer of the Russian language picture of the world easily identifies the targeting and semantic orientation of such appeals. In the latter example, the pejorative neologism "Rashka" (instead of "Russia") becomes an instrument for modeling the aggressive orientation of the text, the enantiosemicity of the statement as a whole, and the creolization of the text (the meaning of "squalor / wretchedness" is transmitted through contrast photographs of Russia and European countries).

Less often the opposition is transformed to the level of lexico-syntactic expression:

- **you – all**: *Франция для всех* 'France is for all' (La France pour vous. Jacques Chirac, slogan of the candidate for the presidency of France, 1995). – *Франция для Тебя* 'France is for You' (La France pour Tous. Jacques Chirac, slogan of the candidate for the presidency of France, 1995, a photo depicts a green apple with a lot of ripe red fruits). "You" is interpreted as part of the whole, of all, while the implication of the meaning is "everyone is good";

- **coffee – wine**: *Кофе пить было не с кем – и она налила себе красного вина* 'There was nobody to drink coffee – and she poured herself a red wine' (the status in the social network). The apparent contrast formed by contextual antonyms (coffee, wine) produces an implicit and indirect opposition "loneliness – an interesting communication";

- **white – black**: *Давай покрасим Белый Дом чёрным!* 'Let's paint the White House with black color!' (the slogan of supporters of Barack Obama during the inauguration, 2009). Here, in addition to the obvious wordplay (black color and black as an indication of the race), there is a presupposition used: "Before, there were no non-white people in the White House";

- **grandparents – grandchilddren**: *Деды гибли за родину! Внуки дохнут от пьянства!* 'The grandfathers went west for their homeland! The grandchildren are dying of drunkenness!' (homemade stretching on a bridge in one of the cities in Russia). The antinomy "worthy – unworthy" is typical for such texts, it is also placed in the category of presuppositive meanings: this is said indirectly, by stating the accomplished state of affairs. It is noteworthy that, in terms of language, the non-value phrase becomes the strongest means of modeling of social pejorative evaluation, which increases the effectiveness of non-directional slogans.

The possibilities of the logical-syntactic model of the assertion in creating "correct" settings (both behavioral and attributive) are multifaceted and require a special description, for example:

40 лет не дожил до пенсии (В России в 2006 году на дорогах погибло 33 000 человек) 'He did not live up 40 years to a pension' (33 000 of people died on the roads in Russia in 2006) (poster social advertising).

Мир Вашему Дому 'Peace to your Home' (stretching near the building of the Ministry of Internal Affairs).

Даже леопарды покоряются силе и обаянию нашего президента 'Even leopards obey the strength and charm of our president' (a banner in social networks, a signature to a photo of Vladimir Putin, hugging a leopard).

The verbalization of a positive or negative frame is intended to propagate an idea, someone's activity. The mechanism of action in all examples is indirect, but the effect is achieved by various means: quantitative data, implanted evaluation, the effect of the transfer of the estimation.

The most vividly indirect and even hidden impact (that is the impact which is not always realized by the addressee) is manifested in contexts with the so-called imposed presupposition:

Поправлю всем больные головы 'I will cure all the sick heads' (pre-election slogan of Yuri Kogan, candidate for Mayor of Samara from the Russia's Liberal Democratic Party, 2010).

Не могу быть равнодушным 'I can not be indifferent' (the slogan of the candidate for deputies of the City Council, Sergiev Posad, 2010).

Денег нет. Но вы держитесь 'There is no money. But you stick it' (a statement by Russian Prime Minister Dmitry Medvedev in response to a pensioner's question about money).

Нам нужны перемены 'Change we need' (Barack Obama, the slogan of the election campaign, 2008).

In all the examples a certain relation to reality is imposed to the addressee, it supposedly existed before the process of communication: "all (politicians) have problems with their brains", "there is something terrible happening in politics / in the country – it is impossible to delay actions"," the Russian people will cope with everything", "the country can no go this way any more". This form of impact is the most manipulative, it is focused primarily on the author's interests, since he does not give the addressee an opportunity to comprehend the utterance and make a decision by himself.

The paralipsis is specified in the theses and slogans built on a visual metaphor:

A woman's best jewelry is her shyness. Hazrat Fatima Al-Zahraa (a poster in a social network featuring a woman wearing a hijab).

Destroy racism. Be like a panda. He's black. He's white. He's Asian (social advertising in Europe).

Россия похожа на тыкву для Хэллоуина: снаружи устрашающая морда, а внутри все ценное вырезано, пустота, ошметки мусора, и горит свечка 'Russia is like a Halloween pumpkin: a frightening snout outside, and everything valuable is carved, there is emptiness, garbage inside, and the candle is burning (the page "Corner of the Cynic", social network "VKontakte").

If the first metaphor "moral qualities = jewels" is sufficiently obvious and does not require an explanation (indicating the sign of the meaning transfer), then the second and third ("a panda = a tolerant person", "Russia = a Halloween pumpkin") are rather occasional, and therefore the authors indicate to the "common feature". The author's intentions have different directions here (soft propaganda, rigid propaganda, self-presentation), It is obvious that the main idea of the statements is transferred to implication, which makes the statement not only non-standard but also maximally capacious, and therefore effective.

5. Conclusion

To make a conclusion, we note that the author's primary task is to provide the recipient with the most favorable conditions for understanding the text with elements of deliberate implication (silence, hint, presupposition) and several semantic levels. Such texts has high potential of social impact. Therefore, the appearance of a non-standard speech approach, the use of a variety of verbal-non-verbal components of a multi-level impact ensures the texts described not only their uniqueness but also their effectiveness: the degree of non-standard speech model impact is always higher and more intense, such texts live for a long time in the ethno-cultural reality, they are imitated and used as precedents.

6. Acknowledgements

References

7. Ilsoyar A. Sadykova, Geleenya H. Gilazetdinova and Venera N. Yapparova. Speech is Silver but Silence is Gold (Once Again to the Issue of What Russian Silence Means). – The Social Sciences 2015, Volume: 10, Issue: 7. – Pp. 1935-1939. – URL: http://www.medwelljournals.com/abstract/?doi=sscience.2015.1935.1939 (checked 15/10/2017).

8. Tretyakova V.S. Speech conflict and harmonization of communication: Abstract of PhD dissertation. – Ekaterinburg, 2003. - 36 p. – URL: http://cheloveknauka.com/rechevoy-konflikt-i-garmonizatsiya-obscheniya (checked 5/09/2017).

9. Ozhegov S.I., Shvedova N.Yu. The Explanatory dictionary of the Russian language. – Moscow: Nauka, 2003. – URL: http://dic.academic.ru/contents.nsf/ogegova/ (checked 12/11/2017).

10. Krysin L.P. The Explanatory dictionary of foreign words. – Moscow: Russian language, 1998. – URL: http://megabook.ru/book/ (checked 12/11/2017).

11. Kuznetsov S.A. The Great Dictionary of Russian language. – St. Petersburg: Norint, 1998. – URL: https://gufo.me/dict/kuznetsov (checked 12/11/2017).

12. Efremova T.F. The New Dictionary of the Russian Language: Interpretative and word-building. More than 136 000 words. Art. OK. 250 000 semantic units. – Moscow: Russian language, 2000. – URL: http://dic.academic.ru/dic.nsf/efremova/ (checked 12/11/2017).

13. Baranov A.N. Linguistic expertise of the text: theory and practice. – Moscow: Flint: Nauka, 2007. – 592 p.

14. Koltunova M.V. Conventionality as the basis of business communication: Dissertation of PhD. – Moscow, 2006. – 286 p.

15. Komlev N.G. Dictionary of foreign words. – Moscow: EKSMO, 2006. – 669 p. – URL: http://dic.academic.ru/dic.nsf/dic_fwords/20939 (checked 1/08/2017).

16. Lewis D.K. Convention: A philosophical study. – Cambridge, 1969. – 213 p.

17. Manso, Almudena García, and Artenira Silva. "Investigadoras investigando: Aproximación exploratoria a la feminidad infantil en Maranhão (Brasil)." Opción 34.86 (2018): 577-611.

18. Singh, L. J., Singh, N. B., & Singh, M. D. (2017). Effect of Li+ ions in the luminescence study of ZrO2: Eu nano-crystal materials. International Journal of Engineering, Science and Mathematics, 6(2), 48-56.