

LINGUISTICS
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Linguistic manipulation is one of the sides of conversation. Conversation is a motivated lively process of interaction between the participants of the communication directed to the realization of a concrete goal set. In the theory of communication a two-tier model of conversation, which includes sociological and communicative levels. So, communication is not only a data transfer, but it implies a deeper talk exchange, influence on the thoughts of the communicant, their behavior and feelings. The main aim of communication is the direction of communication and actions of the communicant. This global aim is reached with the help of the successive realization of a set of problems.

Key words: speech behaviour, strategy, pragmatical influence, evaluating.

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