

LINGUISTICS
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Gaylomazova E.S. Manipulative means based on the number parameters

In the present report we touched upon a question of manipulating influence with the help of a number. In different spheres the manipulation is characterized by following features: invisibility effects and its managing nature; the presence of explicit and implicit levels of influence; the attitude of the sender to the recipient of communication as means of achieving the objectives; the intention of the initiator of communication to change the recipient's settings to get a one-sided win. Manipulative means based on parameters of quantity is a super summarizing (quality of some people and events are taken as a quality of all members of this group) and expansion (negative attitude to one feature or sign spreads on all other signs and their carriers).

Key words: Quantification, manipulative method, discourse, superlative, comparative.

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