

## PHILOLOGY

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### **Verbal manipulation as a violation of the ethic-linguistic norms**

It has been considered a special type of norms related to the notion of communication ethics – the ethic-linguistic norms. Verbal manipulation is understood as a violation of the ethic-linguistic norm. An important theoretical distinction is the distinction of the concepts of speech influence and manipulation. Manipulation is identified with the psychological effects which, first, is secretive, secondly, implemented with specific technologies, third, has as its purpose the suggestion to the recipient ideas and emotions useful for the sender of the speech. Speech influence can be considered as a hyperonym. If deliberate deception (e.g. in advertising) is punishable, manipulative techniques are outside legal regulation. Manipulation is destructive in all spheres both public and interpersonal communication.

Key words: manipulation, ethical-norm of speech, communication, speech influence, persuasion, discourse, legal regulation

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