

PHILOLOGY

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Manipulative potential and semantic structure of the mythogen "Tolerance" (based on the material of modern publicistic discourse)

It is considered the manipulative potential and semantic danger of the term "tolerance" in the context of its application in publicistic discourse. As a mythogenic word with a vague semantic meaning, the term "tolerance" is widely interpreted and becomes a manipulative concept, the negative connotations of which are actively used by the media in order to achieve or reduce a certain social activity of society. Analyzing manipulative methods of using commonly used terms, special attention is paid to the semantic modification of the interpretation of "tolerance" in the Russian language, since the semantic modification of the original meaning of the term leads to the appearance of a set of semes of mythogenic words and turns the professional term into a political tool for disinformation of the mass addressee.

Key words: tolerance, publicistic discourse, language manipulation, manipulation techniques, mythogenic words, semantic danger of the term.

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