

PHILOLOGY

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The classification of manipulation speech impact strategies in the mass media

Manipulation strategies are closely connected with the concept of communicative strategies. There are ten strategies of manipulation that are used in mass media. Manipulation techniques, in their turn, complement and realise in speech the above mentioned manipulation strategies. Among these techniques, first of all, it is necessary to highlight references to authority, multiple repetition of certain information and an ironic comment about a competitor. The purpose of any manipulative influence in the media is to form the audience's opinion on certain issues by influencing the feelings of listeners.

Key words: manipulation strategies, communication strategies, manipulation techniques, references to authority, multiple repetition of certain information, ironic comment about a competitor.

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