

PHILOLOGY

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Contrasting persuasion and reassuring in psychology and psychotherapy: Linguistic aspect

Contrasting persuasion and persuasion are considered as generally recognized techniques in psychology and psychotherapy. It is shown that the main function of persuasion is a constructive function, that is, the formation of new views, approaches and attitudes in the object. In comparison with persuasion, persuasion is a more complex, time-consuming and psychologically painful process for the recipient, since he has a breakdown of established views and ideas, the destruction of old and the formation of new attitudes. There are many examples from psychological and psychotherapeutic practice, indicating that contrasting persuasion and persuasion are effective methods of influence and the best means of changing the recipient's beliefs in the process of communication and treatment. The results of the study can be used both in training and in the practical activities of specialists in the field of psychology and psychotherapy.

Key words: contrasting persuasion, reassuring, contrast, psychology, psychotherapy, implicit picture of the world.

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