

PHILOLOGY

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To the question of the status of the propaganda phenomenon in the legal linguistic aspect

The article describes the status of the phenomenon of propaganda in the legal and linguistic aspect based on such fields of knowledge as philosophy, political science, psychology, social psychology, sociology, cultural studies, history and law, which made it possible to identify the mechanisms of propaganda's influence on mass consciousness. Propaganda is defined as a communicative hyperstrategy of a confrontational plan, implemented by two communicative strategies – justification and vindication.

Key words: propaganda, communicative hyperstrategy, informing, persuasion, justification, vindication.

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