

Linguovostylistic Aspects of Manipulative Influence in English Political Advertisements.

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Political advertising has been defined as a socio-cultural phenomenon. It is designed to influence the behavior and beliefs of the audience. Therefore political advertisements should be original and interesting they should draw the audience's attention by successful text decision. They should always emphasize the main points, neither complicating nor overloading the reader. As advertising must be effective so the integral role in it is played by the linguistic manipulation. Language manipulation predetermines the use of language means of different levels to produce a hidden impact on the recipient. In political advertising linguistic manipulation occupies a special place.

The strategy as the process of developing and implementing the communication task that is put to effective impact on the recipient. Language strategy outlines semantic, stylistic and pragmatic choice of a speaker. If the language strategy is understood as a set of speech acts to solve the general problem of speaker's communicative intention, the linguistic tactic is considered one or more actions that contribute to implementing the strategy.

One of the main manipulative strategies of political advertising is a identification strategy. This strategy is implemented by the use of the pronouns "We", "our" instead of "I", "my". For example, George Bush, in his political ads makes himself closer to the people, to show that he is part of the nation. *Our aim is to have an unchallenged, open, panoramic opportunity on a global scale to demonstrate the finest aspects of what we know in this country: peace, freedom, democracy, human rights, benevolent sharing, love, the easing of human suffering...and we will have all that.*

Another strategy is the strategy of the distorted information. It is realized by the use of such tactics: 1) referential (associated with distortion denoted / reporter in the process of designation); 2) argumentative manipulation (violating the postulates of communication). Passive constructions can demonstrate the nation's

consciousness manipulation within the strategy of the distorted information: *We are taught to understand, correctly, that courage is not the absence of fear, but the capacity for action despite our fears.*

As to the strategy of deviation from the truth it can be defined by such tactics as "glittering generalities". It is a substitution of the name, designation of a phenomenon by a more common generic name, which has a positive emotional coloring and causes the cooperative attitude of a recipient: *Freedom is about authority. Freedom is about the willingness of every single human being to cede to lawful authority a great deal of discretion about what you do and how you do it.*

The transference connotation tactic is based on the use of associations, the formation of associative links between the object with negative association and the object that evokes positive associations.

Political advertising text has semantic and pragmatic features that influence the degree of certainty of its units in a particular situation. A professional politician aims in his communication, but sometimes he tries to hide the goal by means of ellipsis, nominalization, metaforization, special intonation, resorting to distortion of information.

In the conclusion, it can be said that such strategies and tactics have a direct manipulative influence on the process of the nation's perception.

References

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