

Linguistic triggers as tools of managing consumer behavior

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Abstract

The paper deals with the issue of manipulative effects of texts advertising financial products. From the interdisciplinary perspective, the authors take a system and complex approach to the phenomenon of manipulative communicative influence on consumers' behavior. The paper studies the language means of all levels able to qualify for manipulative capacity in complex with linguapragmatic strategies and affect neurophysiological and neuropsychological processes. The authors' findings provide evidence of the fact that language is a driving force and an instrument of modeling consumers' decision-making.

Key words: commercial advertising, manipulation, language means, targets of manipulation, neuroprocesses

Introduction

Digital transformation of economies causes qualitative changes in consumer behavior. Since the market creates products with similar product characteristics, advertising specialists have to take into account the psychological and cultural aspects of the formation of consumer behavior. The most significant factor in assessing the psychological impact of advertising information is its communicative effect of engaging consumers in consumption (Reeves, 1961). Communicative efficacy is a symbolically mediated norm-regulated action aimed at attaining interaction. Communicative intention designates the aim of communication, focus of cognition and mental determination and regulates speech behavior (Encyclopedia of Sociology, 2009). Communication can be regarded as the process of copying one's interlocutor's representations (Mackey, 1961) or a procedure through which one cognitive structure can affect the other through written or oral speech, music, vision, and human behavior (Shannon et al., 1949). Besides, communication is viewed as transmission of a message, i.e., signs created by man, with which one brain can affect the course of action controlled by another brain (Ackoff et al., 1972). Communicative effects are transformed into psychological pressure at the moment when the subject of communication achieves his/her goals of communicative intention depending on the tactical component of communication, the means of communicative influence being communicative techniques (Shevchenko, 2012).

We posit that manipulative communication through advertising is a combination of covert and overt communicative influences of advertisers on the framing, representation system, subjective perception, personal attitude, and purpose component of making buying decisions with the aim to affect the buyer's intention to the advertiser's advantage (Shevchenko, 2012). At that, the 'imposed' buying decision is accepted by the buyer as an independent conscious choice that meets his/her genuine or instilled wants. The covert manipulative effect is achieved in circumvention of the consumer's conscious awareness of the advertising information. Manipulation is temptation rather than coercion since a person is only subject to manipulation when he or she acts as a contributing author or collaborates with the advertiser, i. e. adjusts his/her attitudes, opinions, dispositions and goals, and behaves under the new pattern induced by the communicative signals.

Hence, the manipulative effect of advertising is determined by the degree and quality of impacts on consumers' subconscious minds. Suggestive communicative influence is realized through a subliminal uprush, emotions, and feelings. It implicitly affects the conscious mind, willpower, and behavior of consumers due to a decrease in critical thinking in the process of perception of prompted information in default of logical interpretation and objective evaluation in the process of comparison and backward-looking. Analytical, synthesizing and evaluation skills are at the core of the critical thinking (Kulamikhina et al., 2018). Implicit communicative influence causes psychological contamination or contagion. The manipulative effect of the advertising communication is aimed at the shaping of pervasive positive consumer attitudes and new mental conditions subject to particular motives that encourage specific types of consumer behavior patterns instilled through customer insights as persistent mechanisms, whose activation causes a targeted response with a net effect (Romanov et al., 2014).

Language is a powerful means of communicative influence as it is a tool of describing and interpreting things and natural events, which is instrumental in producing the view of the world sought by the manipulator (Králik, et al., 2018). To formulate the methods, approaches, and strategies of manipulative communicative influence it is necessary to determine the selection criteria of language means which could qualify for manipulative capacity.

Methodological Framework

To proceed with the research, we need to identify the methodological principles. From a system-wide perspective on the manipulative communicative influence of advertising, we examine advertising texts as a complex of interconnected components having the purpose of influencing consumers through the use of specific resources – language means – in the interaction with the environment generated by the advertiser, which produces suggested feedback or induced buying decisions. Thus we regard the manipulative communication as a complex of collaborating objects and their implications, relationships, and arrangements (Bertalanffy, 1968, Blauberg et al., 1970). A system approach analyzes the research object as a system of functionally interrelated subsystems. If we consider the manipulative effect as a systemically important element, we will be able to describe the system activity – manipulative communicative influence - and its variance in terms of the efficiency of the targeted manipulation. It is the result that determines the variation in the manifestation of the elements' properties, whose aggregation ensures the intended effect (Anokhin, 1973). The multifaceted nature of the manipulative communicative influence as the object of research requires a multi-faceted or interdisciplinary approach to its study in order to determine the optimization factors of its systemic functioning. A complex is a centralized collection of entities having common properties of different degrees of manifestation, which ensures the implementation of the standard function with a focus on the future state of the system (Bakulina, 2011). Thus the systematicity of the manipulative communicative influence as the object of research will develop the knowledge about it while its complexity will show how to manage it (Lavrentiev et al., 2011).

We conclude that as the object of our research is multifaceted and manifold, its study requires comprehensive, integrated research of its subsystems from the perspective of neuroscience, neuropsychology, neurolinguistics, and linguapragmatics.

The cohesiveness of the manipulative communicative act as a system is determined by the fact that the glial cells of the brain perceive communicative signals through the sensory canals and transmit this information to the cells responsible for the retrieval of mental representations created by the prior bodily experience. The information retrieved from the memory is then passed to the glial cells of the brain areas

responsible for making buying decisions and developing a course of actions. At this, as the second signal system, language is created by the sensory organs and the brain, which transforms the sensory information perceived by the first signal system into the second level signals or signals of messages (Pavlov, 2014). The second signal system or language is the abstraction, which represents generalizations and categorizations of the information perceived at the neural level. The neurophysiological model of language consists of complex neural interconnections linking different areas of the brain cortex into a special functional system (Baars et al., 2013). The manipulative influence is attainable at the stage of neural coding and decoding information, in the process of overriding communicative barriers and through the manipulation with communication frames. The increase in the efficiency of the manipulative communicative complex can be achieved through the sophistication of subsystem interactions – the choice of the most suitable communicative strategies, language means with pragmatic constituents and suggestive qualities. At this, the binding forces of subsystems are conditional on the advertiser's subjective goals (Lavrentiev et al., 2011).

Neurolinguistic manipulation is aimed to affect the brainwork and psychical processes. Language is able to create a motivator of sufficient intensity to give in to manipulation, induce extraversion towards new experience-based on the consumer's own past experience. Moreover, language is able to incentivize the brain to recode psychical processes to achieve involvement in the consumer's decision-making. In addition, language is able to affect the maximum number of consumers in a target group and initiate feedback, ensure a managed impact and an achieved result. Aside from that, language is able to provide the interaction of all subsystems of the manipulative communicative influence and bring into focus all their systematically important manipulative properties (Fullan, 2010).

Language is a toolset of manipulation as language means are able to disguise the true reality because they are able to create a positive connotative effect and information richness of advertising texts due to the fact that multiter language means are inaccessible for simultaneous fragmentation and analysis of their intentional properties by consumers. Semiotic properties of language ensure a goal-directed interplay of sign values, start neuropsychic processes in order to interfere in consumers' mental activity, erode ethnographic stereotypes, concentrate communication, focus consumers' attention on shades and details in a powerful advertising message whose sequence operationalizes neural codes able to reconstruct the idea missing in the suggested sequence (Baskova, 2006). Moreover, polysemantic language means are able to incentivize a significant number of neural circuits for many suppositions.

The choice of language means can affect the line of thought or direction of thinking triggered by perception. As an analytical style, binarism of thinking is stimulated by antitheses, which exclude a 'third'. Psychical reflectivity spawns binary oppositions based on the law of symmetrical opposition as a discrete whole (Mirakyan, 2004). A linguistic means of antithesis combines concepts into pairs, such as 'destruction – personal safety', 'diversity – analogy', 'absence – presence' (Nagdyan, 2018, Nagdyan, 2017). As a synthetic style, trinitarianism of thinking is the concentration on mental representations, which produces a synthesis of properties of the perceived objects, three properties being the minimum number used in cognition processes to establish correlations between the external world and its mental representation. There are three types of triads creating different kinds of relations between elements – 'left-hand – central – right-hand' or '10 – 100 – 1,000,000'; 'thesis – antithesis – synthesis'; system-related triads where the interaction of two elements generates the third element (Baranacev, 2005). Another ability of language is to cause diplastiya,

generation of ‘doubles’, or identification of similar and nonetheless different objects of reality. It is a thinking phenomenon of creating equivalent transcriptions of one and the same categorical perception, which allows advertisers to equate different, incompatible, and even colliding objects. Generation of a ‘double’ spawns a triad based on the perceptual or contextual priming of implicit memory (Baars et al., 2013) and results in a psychic emergence due to the process of neural plasticity of the brain (Porshnev, 1974). At this, a specific choice of language means allows advertisers to concentrate consumers’ attention, enhance comprehension, activate selective perception, and divided attention.

From the perspective of linguapragmatics, language means have pragmatic capabilities to produce a dominant or a perlocutionary side effect, activate manipulation targets – biologically specific response, characteristics of collective consciousness, behavioral stereotypes (Antonova, 2011). Besides, language means possess the ability to determine the type of speech acts – constatives, promissives, menaces, directives, requestives, questives and performatives (Pocheptsov, 2002). It should be mentioned that language means transmit enclosed-type intentions through singular or numerous semantic attractors to hit one or several basic targets - fear as a defense against dangers, trust, dependence, anger as an obstacle to meet needs, disgust towards insalubrity, joy from satisfying needs and wants. Of special importance is the language ability to create rhythmic recurrence to build naïve notions of the outer world by use of inter-sentence, distributive or inter-morph anaphors and produce expressive, appraisive, attitudinal, affective and stylistic connotations (Antonova, 2011). The syntactic and semantic plurality of meaning, sequences of nominative sentences, punctuative ambiguity and deliquescence of expression, secondary nomination or metaphoricity (a semantic shift at the level of lexical units, sentences, and texts), and many other verbal tropes – metonymy, personification, allegory, antonomasia, synecdoche, epithet, comparison, hyperbole, litotes, and periphrasis - can be powerful tools of manipulation (Antonova, 2011). Metaphorical expressions that represent specific metaphors are conventionally used repeatedly, becoming part of the vocabulary without their users being aware of their metaphorical basis (Ciprianova & Ruda, 2012).

The choice of language means depends on the speaker’s intentions, the addressee, and the process of manipulation itself. Meaningfully factual information reports on facts, events and processes and is always said in words, i.e. explicit as the words are used in their direct meaning. Meaningfully conceptual information reports on the author’s individual understanding of events described with the means of factual information. It is not always clearly expressed in a sentence. Meaningfully subtextual information is purely implicit and extracted from the factual information in particular sentences (Halperin, 2007). We posit that it is the subtextual information that is instrumental in the manipulative communicative influence. A manipulative language strategy is a technique of building a statement or a text capable of producing manipulative impacts (Kopinina, 2012).

Experts in different areas of knowledge argue that each person has his/her own world view due to the subjectivity of mental representations, logical reasoning is not an exclusive or dominant form of reasoning and language is not a thinking vehicle but a means of generating thoughts. They view language as an organizing factor of mental speech activity, intelligence formation and systematization of personality experience as well as an organizing factor of analytical, synthetic, structuring and nominative functions of thinking (Kisileva, 2009).

Due to the fact that cognitive metaphors structure our mental activity, mental projections of manipulatively applied language schematisms either complicate the understanding of the initial thoughts diverting the object’s own thought into the field of other concepts, often emotionally colored language signs, actualizing the meanings

desired by the subject of manipulation or simplify the signification bringing it to schematisms due to what makes the designated (denotate) secondary and makes the designate (meaning) or subjective image of denotate paramount. Subjectively significant or consonant with personal experience of the object of manipulation, the signified has a connotative - accompanying meaning, most often emotionally colored (Chomsky, 2006). Thoughts formalize the information to be perceived by the brain subsequently transformed into nerve impulses to activate neural chains of a neural trace left by experience, while emotions, like bursts of energy of mental processes, distort neural activity, changing directions of activation of neural tracks. This argument proves that the manipulative effect of unconscious linguistic schematisms arises not as a reflex, but as a product of the process of sense generation modulated by the manipulator. It is achieved through a combination of different concepts that actualize different meanings, transferring the focus of sense generation from one area of experience to another or many areas, setting new frames for the structure of experience representation. In addition, an effective manipulative tool is a frequent change of direction in the development of discourse, which replaces one discursive meaning with another, providing the desired manipulative effect on the meaning generated by of the object of manipulation. The object consciously generates the meaning of the linguistic sign, not realizing that this process was modeled by the subject of manipulative communicative influence.

Results and Discussion

In this research, we consider language means of different levels – phonetic, lexical, word-building, morphological, syntactic means – used in the advertising texts of financial institutions. There is no uniform classification of language means and manipulative techniques so far (Navasartyan, 2017). We attempt to establish a correspondence between carefully selected language means, manipulative intentions, neuropsychic effects and neurophysiological processes underlying the creation of suggested patterns of consumer behavior.

The first group of criteria is linguistic means. It is impossible to create communication without pronouncing and perceiving sounds. Therefore, we use phonemes to build semantically distinctive units or words. The word stress is semantically distinguishing at the lexical and morphological levels. A chain of sounds forms rhythmical-intonational patterns, which are split into syllables, words, and phrases. We perceive information through the use of sounds so that these semiotic signs ensue signification or differentiation of language units combinations.

The proponents of phonosemantic theories posit that each phoneme is able to carry its unique meaning and words containing particular phonemes have common semantic elements (Varenina, 2018), which are implicitly perceived by consumers of financial advertising products. For example, in Lakeland Bank's tagline, the combination of NV after a vowel at the beginning of the word has the meaning of 'being inside', which suggests that the customer and the bank are a unity, community, parts of a whole. *Lakeland Bank – INTERESTED, INVESTED, INVOLVED in you!*

Alliteration is a method of sound organization of the text by repeating the same consonants, which gives the text expressiveness and ensures the memorability of the bank tagline: *First National Bank of River Falls – Simple, Secure, Smart.*

Phrasal stress distinguishes phrases with the same composition; therefore, it can create the effect of improving the message. Phrasal stress in the examples below creates a positive image of the bank. *Community Financial Credit Union – right Here right for You. Sberbank – What is important for YOU is important for US.*

Phonetic language means create a rhythm-forming effect with the help of alliteration (repetition of consonants), intonation pattern, assonance (repetition of vowels),

paronymic attraction (comic effect due to the semantic convergence of words of similar phonetic composition), rhyme (consonance of line ends or sentences). The overall effect contributes to better bank awareness of customers. NatWest Bank – **To save and invest, talk to Natwest.**

Morphological repetition of roots, affixes, prefixes within a sentence, or within a microtext can produce a strong effect. For example, multiple repetitions of comparative affixes in epithets having a positive connotation has a large manipulative effect as it creates rhythm-forming, positive connotation and emphasizes the lexical meaning *Community Credit Union of Florida- Clearer. Smarter. Brighter. Better.*

The multidimensionality of the lexical meaning of the word determines its polysemy. The words used with the transfer of the lexical meaning perform a nominative function. For example, the tagline below is used a metaphorical transfer of the meaning ‘gaining momentum, gathering strength, surging forward’ to the meaning of ‘fast-growing banking facility’ to create a positive effect on customers. *Day Air Credit Union – Service that Soars!*

An example of a metonymic transfer of meaning to achieve a positive effect of trust is the tagline of an insurance company in which the meaning ‘financial activities of an organization underwriting risks’ is reduced to the result such activities – ‘a signature of the insurer in the insurance policy. *Ingosstrakh - a signature trusted by millions.*

Lexical homonyms (motive - melody, motive - stimulus) are also a tool of manipulative influence. For example, in the advertising text below, the sound-letter homonym ‘key’ is used to focus customers on a key to unlock an apartment’s lock and a key as a means of solving a problem. *Mortgage - the key to solving your housing problem!*

Occasional paronyms create paronymic connections with a comic effect. In the example below, a financial organization replaces ‘economic needs’ for ‘economical needs’ to emphasize its attractiveness for savers. *We meet your economical needs.*

United in a single context, words of similar meaning are called contextual synonyms that have great manipulative potential. For example, in the tagline below the synonyms “block” and “corner” are combined into a synonymous pair to create the effect of ubiquity and accessibility. *Start Community Bank – On Your Block. In Your Corner.*

The most effective manipulative language tool is a contextual transformation of phraseological units. For example, in the tagline below, there is a partially used phraseological unit “fall in love at first sight”, the use of which prompts the consumer a positive emotion and forms an incentive for particular consumer behavior. *Loans at first sight!*

Short two-member sentences used to compose an advertising text, ensure fast consumers’ awareness. Another stylistic means to impact perception is a sequence of nominative sentences that create a certain rhythm of the message. In the tagline below, advertising information is quickly absorbed by the consumer: problems are instantly resolved. *Addison Avenue FCU – We listen. You prosper. First National Bank – Answers. Ideas. Access.*

To characterize the second group of criteria for selecting language tools that determine the intentionality of the subject of the advertising text, it is necessary to consider some provisions of linguapragmatics. According to the hidden control model (Sheinov, 2001), the manipulator collects information about the object of influence to identify attractors and targets to be activated as motivators for particular decision-making during a positive communicative contact based on automatic behavior patterns, attractors and targets being realized in carefully chosen language means. The most often targets are stereotypes of behavior or fixed action patterns, individual needs, and emotions (Cialdini, 1999; Brudny, 89). For example, while advertising house loans, a building society insinuates itself into customers’ favor that they can

help speed up the process of making four walls a home, the target of manipulation being the basic need in a home. The substitution of 'home' for 'loan' in the famous lyrics of John Howard Payne produces a favorable psychological effect because this line is an expression of one's pleasure or relief of being at home - **HOME SWEET LOAN**.

Pragmalinguists posit that language manipulation is a combination of overt communication with consumer recognizable intentions and covert communication whose intentionality structure is not recognizable by the consumer (Antonova, 2011). To create a high emotionality of communicative impact advertisers use the tactics of (Parshina, 2007)

- 'solidarization' in the example *Vijaya Bank – A friend you can bank on.*
- 'showing the windows of opportunity' in the example *Timberland Bank – Plant your future here.*
- 'appealing to emotions' in the example *Scotiabank – You're richer than you think.*
- 'value reference' in the example *US Bank – Five Star Service Guaranteed.*
- 'appealing for actions' in the example *Bankwell – Bank smart. Bank local. Bank well.*
- 'giving a promise' in the example *Mountain High FCU – Our Highest Interest is you!*

Neurolinguistic selection criteria characterize the internal processes of the perception of language means of manipulative influence, semiotic representation of reality and the construction of a metamodel of the world. Awareness is achieved only by giving the object a verbal-conceptual sign endowed with meaning and associated with culture. Linguistic signs indicate the general and special properties of the class of objects represented in the consciousness. The nervous system gives a person the ability to interact in complex ways with the environment and with each other. Thoughts, emotions, feelings, and actions are the derivatives of the first and second signaling systems that activate a complex network of interconnected neurons in the brain. The brain decodes neural signals from the outer world. The nerve cell inclusion sequences create mental representations, thus constructing a dynamic model of the external world based on personal experience. From the neurobiological perspective, the thought is a specific combination of neurons connected in chains, and at the moment of activation of the chain, what is recorded by human experience is worked out (Baars et al., 2013). Connecting (neural network) psycholinguistics models the processing of the human language using neural network (connection) structures of computational operations. Connection models and their knowledge is born as a result of a large number of distributed activation of neuron-like units (Onnis et al, 2009; Lotto et al., 2016).

From this perspective, the advertisers of a private pension fund seek to affect the sensory perception by the use of graphic signs to imitate the jargon of hackers and gamers. Thus they activate the implicit memory about the most enjoyable activity, and with the help of positive emotions, draw attention to the problem. ***How to resize my @ # \$% ^ &? Today, it's not common among young people to talk about retirement. Why not?***

A particular choice of language means can affect the process of neural decoding. For example, the Swedbank tagline - ***A Swedish board of financial services*** – mentions a way of serving food, in which many dishes are sorted out by customers on their own. The mental representation of a Swedish board evokes positive emotions based on past experiences of comfortable relaxation. At this, the neural processes decoding these signs are complemented by signals decoding information about a range of bank products. Thus, two semantic fields overlap, which creates a unique mental

representation of reality, the intersection point of the two semantic fields being the semantic field of the word 'product'.

A good example of affecting thinking styles through encouraging binary thinking could be the image slogan of the American Express credit card – *Either you already have it or you will have it!* The advertising text imposes a binary pair “you have - you will have” instead of a pair “you have – you do not have”. Such information is easily perceived as the binary code of thinking is the simplest and most preferable.

Another example of affecting thinking styles through imposing doubles as a result of binary combination could be the image slogan of the Alfa-Bank credit card *Your personal non-cash cash!* Customers are suggested that money for personal spending can only be available as the non-cash in a bank credit card.

Neuropsychic selection criteria allow us to analyze which language means affect the ability of the consumer to model their behavior. Perceiving words, peripheral neurons analyze sound waves to the level of simple components, after which other neurons filter sounds according to the spectrum - the length and amplitude of the waves, after which other neurons determine which neural chains store a memory or experience of such activity. As a result, the activated neural trace leads to the part of the network that contains encoded semantic information or a neural trace of past mental activity. The neural network sections responsible for the emotional experience respond to verbal combinations. It is the acquired experience that tunes the system of neurons to decipher and recognize sounds. If you control the words and thoughts, you can control the state and mood. And behavior. Separation or restoration models of activation of neural traces of memory gives rise to the uniqueness of memories, while partial activation by an incomplete prompt recreates the activity of neurons in full, which is called restoration of memory models (Klabunde, 2001; Moreno et al, 2001). We are interested in such a phenomenon of complex neural systems as neural emergence - the ability of the network to create a unique ensemble of neural activity and to restore the old ensemble of neural activity by creating a new neural trace - an emissive trace, combining several areas of the brain due to the separation of neural traces of models (Meister et al., 2016).

For example, the tagline *Citibank is the safe future of your children* provides information about high-quality bank services, which is perceived intuitively in an automatic mode by consumers as a guarantee of a happy and secure life of their children. Since the well-being of children causes the most positive emotions, the parts of the neural network responsible for emotions activated by the text contribute to its manipulative properties.

An example of an ad text that affects the ability to create sustainable neural pathways is the name of a microfinance organization Toploan.RF (Glavzaim.rf.). If we consider the email address as the electronic number of the book in the library, and if the name of the book matches its number, then finding it and remembering what this book is about is not difficult. This technique is used in the name of a microfinance organization for the consumer to perceive exhaustive advertising information in a minimum amount sufficient to create stable neural pathways that unite areas of the neural network containing encoded information about “trust”, “legality”, “primacy”, “loan”. The perception of the acronym "RF" causes an extremely positive attitude of the consumer.

The international image slogan of a financial management company UFG Asset Management *Welcome to the secrets!* is an incentive to learn the secrets of managing financial assets, which in turn will stimulate at a subconscious level the consumer's desire to come to this company. This is a method of exposing a consumer to an incentive that primes or starts an unconscious reaction to other incentives (Masson, 2001).

An example of an advertising text that can give an incomplete hint to the consumer to restore the model of the world is the international image slogan *CITIBANK is a bank that never sleeps*. This text restores a mental representation of the image of a ‘mom-sleeping bank’ as an effective organization carrying out continuous activities to preserve and increase the money of depositors and thinking out optimal credit solutions for borrowers.

Conclusion

We conclude that language schematisms carefully chosen by the subject of a communication to realize manipulative intentions and unrecognized by the object of communication include conceptualization of meaning through linguistic meaning as language is a means of generating thought.

Language is the driving force of the manipulative communicative influence as it is able to create attractors stimulating perception and concentration necessary to involve consumers in communication.

Due to the semiotic nature of language, it is able to codify one sign with another, thus ascending to abstraction and formalization or descending to the concretization of denotata or distort mental representations of consumers. The reason for it is the ability of language to function as an incentive to activate the appropriate neural circuits which control consumers’ perception, response, and behavior.

Stating the interrelation between the brainwork, behavior, and language, we review phonetic, morphological, semantic, and syntactic language means used in manipulative communicative influence as means of communication, representation of the environment by means of the second signal system and modeling the consumer’s behavior.

We consider the interdisciplinary approach as a strategy of implanting the ‘manipulation agenda’ into each element of the communicative influence through its impact on the process of buyers’ decision-making.

The findings of the research of advertising texts of financial institutions provide evidence to conclude that at the phonetic, morphological, semantic, and syntactic levels, there are language means which have manipulative properties. They are realized in a complex interaction of all subsystems of the manipulative communicative influence. Having researched financial taglines, image slogans and advertising texts of different financial institutions [40], we identified correspondence between particular language means, intentionality, targets of manipulation, thinking styles, and neural processes. Thus the language means which create rhythmic patterns, emotional coloring, morphological repeats, polysemy, synonymy, transition of meaning, attribute enhancement, figures of speech, syntactic and semantic plurality of meanings are able to reach the targets of manipulation – ritualization, laughter, anticipation phenomenon, expectations, attitudes, beliefs and ideals, etc. – and through the use of ‘on the same wavelength’, ‘defining scenarios’, ‘peer group inclusion’, ‘habitual reasoning patterns’, ‘reflex habit’, etc. strategies affect the multi-channel perception, categorical perception, emotional perception, binary thinking, suggest presuppositions in the theme and mask pseudo-explicit information in the rhyme of a speech act. At the neuropsychic level of communication, the above language means used to realize different pragmatic strategies of manipulation, activate distributed attention, cause perceptive, semantic and contextual priming, create incomplete clues to reconstructive neural chain models, positive feedback loops and model mental representations.

Protection against manipulation can be found through the hermeneutic interpretation of advertising texts, which allows consumers to reconstruct the unmanifest or purposefully concealed links with the context (Kara Murza, 2003).

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