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THE IMPLEMENTATION OF MANIPULATIVE INFLUENCE IN INDIRECT COMMUNICATION

This article reveals the problem of indirect communication through the implementation of verbal manipulative influence in political discourse. Indirect communication can be classified as one of the most dynamic areas of modern linguistic research.

Increasingly, indirect ways of expressing communicative meanings are associated with the implementation of verbal manipulative influence.

Our understanding of verbal manipulation in political discourse comes from the understanding of language as a tool of thinking, a tool for obtaining knowledge about a person, culture and society, and discourse as a social practice, being determined by social structures, simultaneously creates and reproduces them.

The relevance of the topic of this article is due not only to the constant interest in political discourse both in the scientific community and in society as a whole, but also by a number of factors indicating the need to study this type of discourse as a kind of indirect communication in close connection with the discursive practices of verbal manipulation.

The verbal manipulation is considered in the article within the framework of pragmalinguistics as a psychological impact, as well as through the prism of cognitive linguistics. The article presents the results of the analysis of the pre-election and subsequent public speeches of D. Trump and H. Clinton in order to identify verbal manipulative influence, at the phonetic (acoustic analysis of sound and spectral analysis of tone, carried out using the PRAAT program), morphemic-morphological and lexical levels.

Key words: indirect communication, manipulation, verbal influence, discourse, political discourse.

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Жанама коммуникациядағы манипуляциялық әсердің жүзеге асырылуы

Мақалада саяси дискурстағы жанама коммуникация мәселесі сөйлеу манипуляциялық әсерінің жүзеге асырылуы арқылы айқындалады. Жанама коммуникация заманауи тілдік зерттеулердің ең белсенді бағыттарының біріне жатады.

Соңғы уақытта коммуникативті мағынаны білдірудің жанама тәсілдері сөйлеу манипуляциялық әсерінің жүзеге асырылуымен байланысты.

Саяси дискурстағы сөйлеу манипуляциялық әсері туралы біздің түсінігіміз тілді ойлау құралы, адам, мәдениет және қоғам туралы білім алу құралы ретінде түсінуден, ал дискурсты әлеуметтік құрылымдардан туындайтын және оны тудыратын әлеуметтік тәжірибе ретінде түсінуден туындайды.

Бұл мақала тақырыбының өзектілігі ғылыми қоғамдастықта да, жалпы қоғамда да саяси дискурсқа деген тұрақты қызығушылық қана емес, сонымен қатар дискурстың аталған түрінің жанама коммуникацияның сөйлеу манипуляциялық әсерімен тығыз қарым-қатынасын зерттеудің қажеттілігін көрсететін факторлармен де байланысты.

Мақалада сөйлеу манипуляциясы прагмалингвистика аясында психологиялық әсер ретінде, сонымен қатар когнитивтік лингвистика тұрғысынан да қарастырылады. Мақалада Д.Трамп пен Х.Клинтонның сайлауалды және кезекті көпшілік алдында сөйлеген сөздерін фонетикалық (дыбыстың акустикалық талдауы және үннің спектралды талдауы), морфемді-морфологиялық және лексикалық деңгейлерде сөйлеу манипуляциялық әсерін анықтауға бағытталған талдау нәтижелері ұсынылған.

Түйін сөздер: жанама коммуникация, манипуляция, сөйлеу әсері, дискурс, саяси дискурс.

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Реализация манипулятивного воздействия в непрямой коммуникации

Настоящая статья раскрывает проблему непрямой коммуникации через реализацию речевого манипулятивного воздействия в политическом дискурсе. Непрямая коммуникация может быть отнесена к наиболее активным направлениям современных лингвистических изысканий.

Все чаще непрямые способы выражения коммуникативных смыслов связывают с реализацией речевого манипулятивного воздействия.

Наше представление о речевом манипулятивном воздействии в политическом дискурсе исходит из понимания языка как орудия мышления, инструмента получения знаний о человеке, культуре и обществе, и дискурса, как социальной практики, которая, будучи детерминирована социальными структурами, одновременно создает и воспроизводит их.

Актуальность темы настоящей статьи обусловлена не только постоянным интересом к политическому дискурсу как в научном сообществе, так и в обществе в целом, но также рядом факторов, указывающих на необходимость исследования данного вида дискурса как разновидности непрямой коммуникации в тесной связи с дискурсивными практиками речевого манипулирования.

Речевая манипуляция рассматривается в статье в рамках прагмалингвистики как психологическое воздействие, а также через призму когнитивной лингвистики. В статье представлены результаты анализа предвыборных и последующих публичных выступлений Д. Трампа и Х. Клинтона на предмет выявления речевого манипулятивного воздействия, на фонетическом (акустический анализ звука и спектральный анализ тона, проведен посредством программы PRAAT), морфемно-морфологическом и лексическом уровнях.

Ключевые слова: непрямая коммуникация, манипуляция, речевое воздействие, дискурс, политический дискурс.

Introduction

The relevance of this article is due to the need to identify and describe the specifics of manipulative speech influence at the phonetic, morhemic-morphological and lexical levels in political discourse. The results of the analysis are, in turn, a contribution to the development of a systematic, scientifically based set of complementary methods for studying manipulation using the conceptual apparatus of linguistics, contribute to the deepening of ideas about language as a means of constructing social reality and a tool for influencing public opinion.

The article seeks to identify the features of the implementation of speech manipulative influence in indirect communication on the material of political discourse.

The formulated goal dictates the solution of the following tasks:

- to define the phenomenon of indirect communication and manipulative influence;

- to analyze the pre-election and subsequent public speeches of D. Trump and H. Clinton to reveal the means of verbal manipulative influence in indirect in indirect communication;

- to establish the specifics of manipulative speech influence at the phonetic, morphemic-morphological and lexical levels;

- to establish a manipulative effect at the phonetic level, conduct an acoustic analysis using the PRAAT program.

The object of the study is the pre-election discourse of US presidential candidates D. Trump and H. Clinton during the election campaign (2015-2016), as well as their following public remarks.

This article discusses discursive aspects of the use of speech manipulation in indirect communication employing linguistic tools and speech techniques at the phonetic, morphemic-morphological, and lexical levels.

The importance of this paper rests in the fact that it offers a method for studying verbal manipulation in indirect communication that may also be applied to other discourses based on different linguistic bases.

Literature review

In this work under indirect communication, we follow the definition given by V. V. Dementiev: "It

is a substantially complicated communication, in which the understanding of the utterance includes meanings that are not contained in the utterance itself, and requires additional interpretive efforts on the part of the addressee" (Dementiev 2006: 376).

The essential features of indirect communication, in the sources we used, are:

1) complicated interpretative activity of the addressee (we are talking about indirect ways of expressing speech intentions by the speaker, which are decoded by the listener as a result of the logical operation of implication, taking into account the context, pragmatic information, background knowledge");

2) non-conventionality (if conventional implicatures are derived on the basis of the meanings of the words and constructions used in them and are associated with different types of presuppositions, then non-conventional implicatures are not part of the conventional meanings of linguistic forms, when decoding which, it is necessary to rely on the parameters of the communication situation;

3) situational conditioning (the use of language and speech means of different levels in a particular communicative situation to solve certain communicative tasks);

4) creativity (speech creation, occasional formations, anomalies, jokes, anecdotes, pun-reinterpreted statements, playful-ironic speech acts, within the framework of Grice's principle of cooperation).

Manipulative speech impact, which is the subject of this article, is among speech acts of non-conventional contextual nature.

Literally, "to manipulate" means to use the hands to handle an object (from Latin *manus,* hand). It should be noted that the category of manipulation in the discursive process can be considered quod different attitudes of research.

In the works of E. L. Dotsenko, manipulation is defined as "a type of psychological influence used to achieve a one-sided gain through the hidden motivation of another to perform certain actions" (Dotsenko 1997: 344). Nevertheless, the utterances in the speeches are usually choosen by the manipulator intentionally, so the manipulated is not able to guess the true meaning of the message nor the content.

The analysis of different definitions given by E. L. Dotsenko made it possible to itemize seven signs of manipulation:

1) psychological influence;

2) being under manipulation in order to fulfill one's desire to win;

3) the desire to get a biased win;

4) the covert being of the manipulation (both the fact of the impact and its direction);

5) the use of addressee's psychological weeknesses;

6) advancing presentation;

7) the use of different skills to realize manipulative actions.

According to the features, mentioned above, the manipulation was considered as a variety of psychological impact, the expert implementation which gives on to the concealed anticipation of other person's intentions that do not match with his current desires (Dotsenko 1997:344).

In their works, I. A. Sternin, O. N. Bykova, A. A. Lyubimova refer to manipulation within the framework of pragmalinguistics, and put forward the following definitions of this phenomenon:

1) manipulating the addressee to persuade him to do something (describe information, to be engaged in an act, convert the actions) unintentionally to his own desire, opinion, or purpose (Sternin 2001: 172);

3) the kind of language manipulation used for covert introduction into one's mind, existing at the moment (Bykova 1999);

3) a hidden influence on the listener in order to fullfill a certain effect (Lyubimova 2004: 66)

Many foreign researchers dealing with the pragmatic side of the language, one way or another, also touch upon the problem of language manipulation. In particular, K Mankeltow and D. Over (Mankeltow; Over 1990: 276) correlate manipulation with problems of meaning derivation ("cognitive information processing is perturbed when dealing with words with vague, not understandable, vacuous meaning or whose content is inappropriate with regard to the context").

M. Taillard (Taillard 2000:145) and R. Blass (Blass 2002) develop in detail the pragmatic aspects of manipulative communication and analyze the relationship between informative and manipulative intentions.

According to L. de Saussure, manipulation is "the use of a technique or strategy without which the speaker could not change the mind and behavior of the recipient" (L. de Saussure 2005: 58). According to L. de Saussure, manipulation is a case of covertly transmitted information, because if the recipient recognized the speaker's manipulative intention, the latter would not be able to achieve the goal. Manipulation also blocks the recipient's ability to think rationally, which allows the manipulator to control the process of emergence of certain beliefs in the addressee.

In the studies of the theorist of critical discourse analysis T.A. van Dijk defines manipulation as "a communicative and interactional practice based on the exercise of control by the manipulator over other people, usually against their will and against their interests" (van Dijk 2001: 359). Taking into account these definitions, we highlight the main characteristics of linguistic manipulation:

- hidden nature of the impact;

- the presence of interest on the part of the manipulator;

- focus of achieving a goal that meets the interests and intentions of the manipulator;

- impact on the listener, most often against his will interests.

Three types of manipulation are taken into account within the context of cognitive linguistics: manipulation of short- term memory information processing mechanisms, manipulation of episodic memory mental models, and manipulation of social cognition, including social representations and sociocultural knowledge.

1. Manipulation of information processing mechanisms in short- term memory.

Since information processing in short- term memory involves different forms of analysis (phonetic, phonological, morphological, syntactic and lexical operations) aimed at providing effective understanding, each of these processes happening in short-term memory can be influenced through various means. If dominant groups aim to facilitate the understanding of information that does not contradict their interests, and make it difficult to understand information that is undesirable for them, they will use this form of manipulation.

2. Manipulation of mental models in episodic memory.

The object of manipulation is long- term memory, which inclines knowledge, attitudes, ideologies. Part of long- term memory is personal memories that define various types of experiences (Neisser and Fivush 1994:141), or representations that are traditionally associated with long-term memory (Tulving 1983:89).

Manipulation aims at creating, activating, and applying the required mental models. In order to limit the recipient's understanding of the discourse will be in opposition to the manipulator's objectives, the manipulator must develop the proper mental models in the recipient.

3. Manipulating social cognition: social representations and sociocultural knowledge.

In consonance with T.A. van Dijk, the most influential form of manipulation is aimed at forming and modifying socially important abstract beliefs or "social representations" (Moscovici 2001:234), which include knowledge, attitudes and ideologies, since they are more solid than personal mental models. Social representations are acquired across the generalization and abstraction of mental models formed by different classifications of discourse. The manipulation of sociocultural knowledge makes it possible to one to impact social values, which are used to assess events or people, as well as to authorize or denounce actions and deeds(van Dijk 2001:96).

Taking into account these characteristics, we propose a definition of the concept of manipulation, which will be used in this article.

Manipulation is a type of hidden influence carried out in the interests of the speaker and aimed at introducing new knowledge, opinions, beliefs into the recipient's model of the world or revising existing ones through various strategies. By manipulative speech influence, we understand the type of speech influence that makes the individual act in accordance with the interests of the manipulator. As a person has a mindset that permits him to achieve his own interests, the manipulator (addressee) is forced to enterprise such features as human thinking as making conclusions and checking information for compliance with reality, and the different emotions too (L. de Saussure 2005:58).

The exploitation of aspects of the human psyche and language devices for manipulative ends is known as speech manipulative influence.

It should be emphasized that manipulation differs from the other speech influence types, such as phatic, informational, and suggestion. Argument-based persuasion refers to an influence on a person's awareness by an appeal to her own critical reasoning. Contrary to manipulation, informative and phatic effects are characterized by openness and aren't necessarily intended to further a cause that isn't in the recipient's best interests (the recipient may feel the need to obtain information or establish contact with the speaker).

Materials and methods

The study uses the following research methods: cognitive- conceptual method, pragmalinguistic method, discursive analysis, contextual analysis, descriptive method.

We used the PRAAT acoustic sound analysis program to determine how speech manipulation was implemented at the phonetic level and to calculate the formant speeches of D. Trump and H. Clinton. This program authorizes to examine, reconstruct

and inspect the speech signals, also creating a first-rate illustrations for research.

PRAAt encompasses the following types of analysis:

- Spectral analysis (acoustic characteristic (frequency, sound power, the ability to edit audio segments, the ability to print a spectrogram);

- Tone analysis (formant analysis (acoustic index in speech recognition, (spectrogram, tone contour, formant contour, power).

Results and discussion

Political discourse differs from other types of discourse in that it aims to divulge the political manipulation, which is defined as " hidden control of people's political consciousness and behavior in order to force them to act (or remain inactive) against their own interests while creating the appearance of free choice" (Pugachev, Solovyov 2002:156).

It should be mentioned that political discourse has a great pragmatic potential. It can influence the listener by manipulating his awareness because it contains a political figure' stated and implicit goals.

Political manipulation involves the following actions:

1) The introduction of desired content into the public consciousness under the guise of objective information;

2) Impact on sensitive areas of the public consciousness that arouse fear, anxiety, hatred, and other negative emotions:

3) The implementation of both openly and covertly stated plans, the accomplishment of which the manipulator associates with public support for his position (Amelin 2001: 25).

Examples from D. Trump and H. Clinton's electoral speeches in the area of the "problem of immigration were chosen in this respect to explore the issue of speech manipulation in political discourse in order to identify speech actualizers that can generate the desired perlocutionary effect (Polyakova 2019: 114).

Following the analysis, instances of speech manipulation implementation were taken into consideration, including a complex of manipulative language techniques used at the phonetic, morphemic- morphological, and lexical levels.

- Implementation of speech manipulative influence at the phonetic level

"This will be a little bit different. This won't be a rally speech, per se. Instead, I'm going to deliver a detailed policy address on one of the greatest challenges facing out country today, illegal immigration"

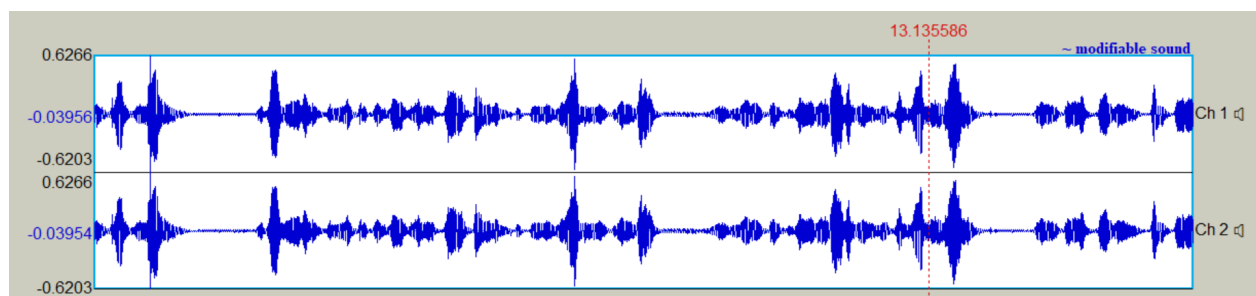(https:// www.donaldgtrump. com/ policies/ foreign- policy –and-defeating –isis)

Figure 1 – Phonetic analysis of D. Trump's speech

As we can see, the phonetic pattern of D. Trump's speech has a peculiar phonetic design. This segment of the speech is the beginning of D. Trump's address on illegal immigration. The speaker needs to capture the attention of the listener from the first words, which is facilitated by the assonance of the vowel [i] in lexemes that, expressing a new semantic message (a little bit different), are able to interest the audience. Having fully captured the attention of the electorate, the candidate places the semantic accents he needs, resorting to phonetic means. Thus, the willingness to provide a detailed plan of immigration policy is expressed using lexemes with alliteration of the consonant sound [d]. This phonetic technique gives speech a special sonority and confidence. The peak of the speaker's message is crowned with the assonance of the vowel [i], which places emphasis on especially significant lexemes (illegal immigration) located at the end of the introductory part of the address, which emphasizes the main theme of the politician's speech.

"Today, on a very complicated and very difficult subject, you will get the truth.

The fundamental problem with the immigration system in our country is that it serves the needs of wealthy donors, political activists and powerful politicians"

(https:// www.donaldgtrump. com/ policies/ foreign- policy – and- defeating – isis)
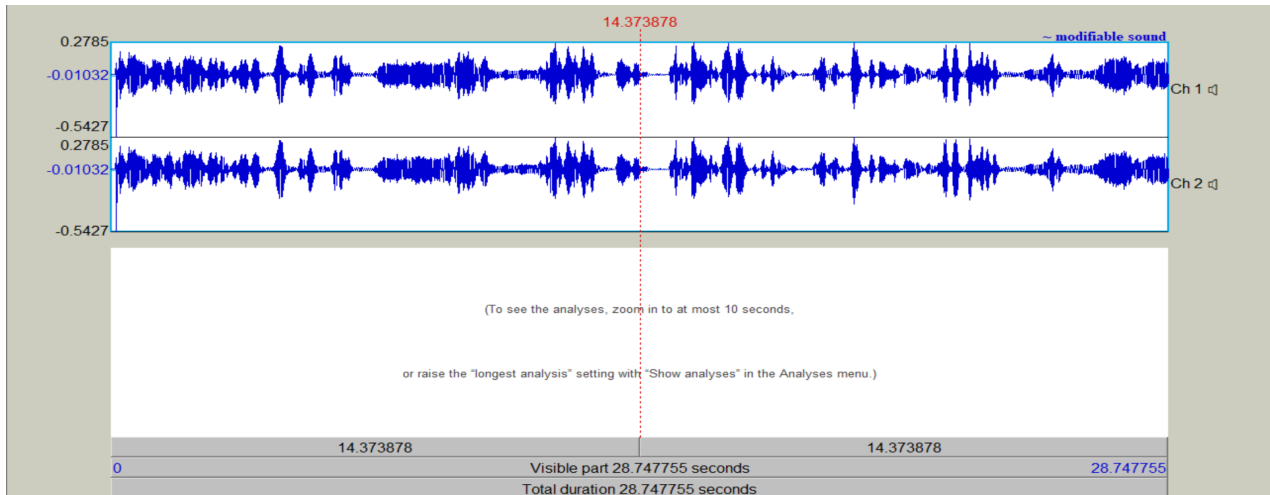

Figure 2 – Phonetic analysis of D. Trump's speech

The above example demonstrates the possibilities of an integrative impact on the consciousness of the electorate at the phonetic, lexical and syntactic levels. The rhythm of the speech is supported by the alliteration of consonants [v], [p] in lexically significant units (*very, powerful, politicians*). The repetition of the adverb *"very"* with synonymous attributes (*complicated, difficult*) enhances the effect of the impact, the purpose of which is to focus the audience's attention on the problem of immigration.

Listening to D. Trump's speech, one can notice the intonational emphasis placed on the word *"truth"*. Undoubtedly, this lexeme has a powerful manipulative potential, is able to attract the attention of the audience and make them ready to hear the truth in D. Trump's speech, whatever it may be.

"I'm against large scale raids that tear families apart and sow fear in communities"

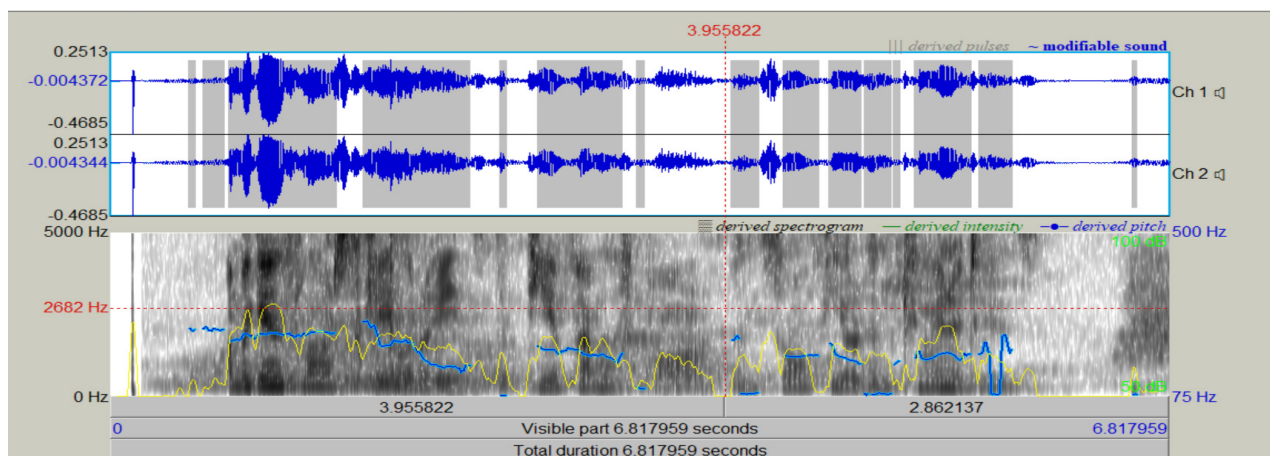(http://www.vox.com/a/ hillary- clinton- interview)

Figure 3 – Phonetic analysis of H. Clinton's speech

This example is taken from H. Clinton's speech on the problem of immigration and reflects criticism of the position of her opponent D. Trump, whose election program proposes the deportation of illegal immigrants. The assonance of diphthongs [ei] / [iə] and the alliteration of the consonant [f] can be considered as a means of implementing a manipulative effect at the phonetic level: the selected lexemes have a sound design that is harmonious for listening to and carry the main semantic message of the speaker. The lexemes *"against large scale raids", "tear families apart", "sow fear"* reflect H. Clinton's personal position von the issue of immigrants and their families. The use of idioms (*tear families apart, sow fear*) with a phonetically emphasized fear component should awaken the parental instinct in the audience and cause a feeling of fear.

Since the speaker's primary objective is speech manipulation, these techniques draw the listener's attention to lexemes that are particularly important from the standpoint of the statement's meaning.

- Implementation of speech manipulative influence at the morphemic-morphological level

Morphemic are often used to manipulate the audience. Let us consider examples of morpheme-level means used pragmatically to achieve a certain goal in the speeches of D. Trump and H. Clinton.

"Countless innocent American lives have been stolen because our politicians have failed in their duty to secure our borders and enforce our laws like they have to be enforced. Countless Americans who have died in recent years would be alive today if not for the open border policies of this administration and the administration that causes this horrible, horrible thought process"

(https:// www.donaldjtrump.com/policies/ foreign-policy-and-defeating-isis)

In this example, D. Trump accuses President B. Obama and his government of failing to fulfill their obligations to protect the country's borders and strengthen laws in this area, which led to the death of many Americans. The drama of the situation is emphasized by the anaphoric repletion of the attribute with the negative affix "-less" (*countless*), as well as the attribute with the prefix " in" (innocent) in combination with the lexeme " American". Talking about the countless Americans who died because of immigrants should make the electorate seriously think about the problem of immigration in a country where immigrants are favorably received.

"Approximately half of new illegal immigrants came on temporary visas and then never, ever left"

(https:// time. Com/4355797/ Hillary- Clinton- Donald- trump- foreign- policy- sspeechtranscript)

In the above example, D. Trump points to the real situation with illegal immigrants who, with only a temporary visa, remain in the country forever. The morpheme means of promotion here is the negative prefix "il-" (*illegal*), which contributes to the hyperbolization of the description and enhances the manipulative effect. Such tactics of the candidate are intended to cause a sense of fear for their safety among US citizens and force them to reconsider their views on immigration policy.

"It is certainly the case that immigration has been and continues to be good for our economy. Immigrants start businesses at a faster rate; they seem to grow those businesses more successfully: they do fill certain gaps in skills and knowledge that are good for the overall economy"

(https: www. vox. com/a/ hillary- clinton- interview)

H. Clinton, speaking is defense of immigrants, justifies their life in the United States, pointing to the benefits that the state receives through immigration. First, regarding the problem of immigrants, the candidate uses a large number of cognate lexemes with the stem "*migrate*" in different word forms (*immigration, immigrants*). The success of immigrants in business is characterized by a combination of adverbs "*more*" and " *success+ full+ ly*". The use of the bimorphemic lexeme "*overall*" allows the candidate to reassure the electorate of the importance of immigrant activities for the American economy.

Despite the limited range of morphemic tools at their disposal in the English language system, D. Trump and H. Clinton are adept at using prefix and suffix morphemes to influence political outcomes.

- Implementation of speech manipulative influence at the lexical level

the English language has a rich repertoire of lexical means and methods of manipulative influence that a speaker can resort to in order to create a planned perlocutionary effect.

"We are importing Radical Islamic Terrorism into the West through a failed immigration system – and through an intelligence community held back by our president"

(https:// www. donaldjtrump. com/ policies/ foreign- policy- and- defeating- isis)

In the example, D. Trump links the spread of radical Islamic terrorism with an ill- conceived immigration policy. At the same time, the speaker severely criticizes the passivity of B. Obama, who, realizing the scale of the existing threat, does not

take steps to prevent or eliminate it. The impact is realized through the use of associated lexemes (*Radical Islamic Terrorism, immigration system*). The US immigration system in the candidate's appeal takes on a sharply negative connotation (*a failed immigration system*) and is characterized as unsuccessful and a failure. The feeling of fear and uncertainty about one's own security, evoked in the recipient, is also supported by the associated lexeme "*into the West*", denoting the direction of the spread of the terrorist threat.

"We agree on the importance of ending the illegal flow of drugs, cash, guns, and people across our border, and to put the cartels out of business"

The example demonstrates lexical means of change that can have a speech impact on the audience. D. Trump focuses on the importance of resolving the issue of stopping the illegal flow of drugs and weapons, and illegally crossing US borders. His intention is provided by a complex of lexemes-associates and lexemes-nominators (*illegal flow of drugs, cash, guns, and people*), the enumeration of which occurs according to the principle of growth. The combination of the action verb "end" with the associate lexeme "importance" is capable of manipulating the consciousness of the electorate, inspiring hope to stop the entry of illegal workers, as well as the importation of dangerous goods across us borders.

"The little girl I met in Las Vegas who is living in fear that her parents are going to be deported, she's got stomachaches and all kinds of physical ailments. And she should be a kid and she should be enjoying school and learning and deciding what she's going to do. So I do think we have to very understanding and accepting of the human stories that are behind these statistics that people like Donald Trump throw around"

(http://www.vox.com/a/hillary-clinton-interview)

In the example, D. Trump's opponent plays on the emotions of the audience, trying to evoke feelings of empathy, compassion for illegal immigrants. For example, such nominating lexemes as *fear, deported, stomachaches and all kinds of physical ailments* appeal to the feeling of compassion. H. Clinton calls for sympathy and understanding for such stories and uses nominating lexemes (*understanding, accepting*) in his speech as contextual synonyms. At the same time, H. Clinton expresses a critical assessment of the position of his opponent. She accuses him of being too keen on immigration statistics, and characterizes his statements using the phrasal verb *throw around*,

which emphasizes H. Clinton's disregard for the competitor's position.

"Our country's motto is e pluribus unum: out of many, we are one. Will we stay true to that motto?"

The use of the expression, of Latin origin *e pluribus unum* (these words belong to Cicero)< which in translation means "Out of many – one" calls the people of America to unit, that together they are stronger. Also in this segment of the speech, H. Clinton uses a rhetorical question, trying to evoke a feeling or patriotism, thereby enhancing the perlocutionary effect.

There are a lot of connotative units, modal lexemes, and ideologically specific terminology in candidates' pre-election statements. In D. Trump's speeches, there is propensity to frequently use lexemes that create existing and potential threats that emply intimidation tactics, appealing to the fear response, as well as destructive lexemes that serve the purpose of manipulation, emphasizing the decisiveness, confidence in victory, and purposefulness of D. Trump in the fight against external threats. H. Clinton concentrates on the words *"empathy", "compassion"* and *"creation"* arousing the feelings of pity, security, and hope for the future.

Conclusion

The examined speeches demonstrate how meanings that are not directly present in them, such as dread, anxiety, panic, hatred, and depression, along with compassion and trust, emerge in the thoughts of listeners.

An investigation of instances of verbal manipulation in indirect communication revealed a variety of manipulative linguistic techniques used at the phonetic, morphemic-morphological, and lexical levels.

It was possible to describe the characteristics of the phenomenon under study as a type of speech impact intended to introduce new knowledge, opinions, and beliefs into the recipient's model of the world and/or modify existing ones through indirect speech acts thanks to the method of studying linguistic manipulation.

The strategy utilized in the paper worked well enough to explain the mechanisms that cause manipulative influence. The article supports the idea that a manipulative attitude can be successfully used if the author can foresee how a speech would affect a large audience by creating a psychological chain of anticipated behavioral responses.

The expanding knowledge of linguistic manipulation's prevalence in a variety of human endeavors and the pressing need to create safeguards against manipulative effects account for the rise in interest in language manipulation research over the past few decades. In this regard, the study of linguistic manipulation appears to be a significant and promising area, allowing us to deepen our understanding of the social phenomena and processes that are reflected in and influence language.

Since the influencing function in political speech is continually expanding and the tools of manipulation alter with the emergence of each new leader, research in this area should undoubtedly continue.

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