

SUGGESTION IN MODERN ENGLISH MASS COMMUNICATION

Moiseienko S.M.

Candidate of Philological Sciences, Associate Professor of Department of the
English Language for Engineering №1
National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic
Institute", Kyiv, Ukraine

Suggestion is a method of influence based on the uncritical perception of the received information by a person, «stimulation to a reaction that may contradict the reflex behavior of the organism» [1, p. 52]. According to L. Ilnytska, verbal suggestive influence is the use of language in order to: establish and maintain psychological contact; join to the reality of the subject; utilize consciousness and gain access to the unconsciousness [2, p. 128].

Suggestion is defined as the tendency to obey and change behavior not on the basis of reasonable, logical arguments or motives, but only on the request or proposal of another person, and the subject himself does not understand such hypnotic influence, continuing to consider his/her actions as a result of own initiative or independent choice [3, p. 72].

Different classifications of suggestion are used: external (heterosuggestion) and self-suggestion (autosuggestion); direct or open suggestion, indirect or closed suggestion; contact and distant suggestion, etc. In a state of altered consciousness in independent subgroups it is distinguished autotraining and heterotraining, autohypnosis and heterohypnosis [1, p. 113].

Problems of linguistic suggestion are considered within the new direction of suggestive linguistics, which focuses on the mechanisms of latent persuasion, which is carried out by verbal and nonverbal means by appealing to the collective subconscious [1, p. 8]. Suggestion (a person's tendency to influence and suggest) remains an integral feature of his/her psyche, while language suggestion is a historically established social form of interaction between individuals. Emerging as

an integral component of communication with the advent of humanity, linguistic suggestion took on new and new forms during its development: from ritual shamanic conspiracies, gospel stories of healing by word to the «new language» of the twentieth century superpowers and the development of PR technology. Language is considered as a means of influencing the human subconscious, which allows not only the formation of his/her guidelines and dispositions, but also the human management and his/her actions (hypnotic communication, subliminal effect of the «25th frame», etc.).

Suggestion can be a component of everyday communication of individuals, but first of all a person is exposed to suggestive influence through mass communication and thanks to it. Suggestive influence is carried out in order to solve pragmatic overriding problems in various types of mass communication, including English (political, advertising, religious, media, medical discourses). The study of communicative situations in which acts of suggestion are realized, and their participants discovers that the suggestion is verbal-nonverbal, emotionally coloured, mostly conscious influence of the suggestor on the psyche of the suggestend, perceived by the latter unconsciously and without critical appraisal, activating the work of the right hemisphere of the brain, which is associated with emotional subconscious processes.

The ritual nature of English suggestive discourse determines the specificity of its informativeness: if the traditional criteria of informativeness include non-banality and semantic novelty, relevance and adequacy of information, English suggestive discourse undoubtedly tends to the phatic field. The phatics of any suggestive discourse presupposes the primacy of evaluations over facts, the predominance of the emotional over the rational.

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