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LINGUISTIC MANIPULATION AND WAYS OF ITS RENDERING IN TRANSLATION OF NEWSPAPER DISCOURSE TEXTS

Most scholars would agree that language is not value-free. Attached to the words are conceptions, which we are more or less conscious of. These conceptions affect the way of interpreting what we read or hear. How we use them may also disclose our own attitudes and values towards people or events. According to Beard [1, p. 18]: «Language is a means of communication, a means of presenting and shaping series of beliefs. Language is not something somehow separate from the ideas it contains, but the way language is used says a great deal about how the ideas have been shaped» There are always different ways of saying the same thing and differences in expression may therefore carry ideological distinctions. So, language is a powerful tool, which can be used in a manipulative way to influence other people.

It is generally accepted that the strategy that one group of people takes to make the other group of people do what it intends to be done is known as a linguistic strategy. It involves manipulative application of the language. Therefore, 'linguistic manipulation is the conscious use of language in a devious way to control the others' [1, p. 6]. Pragmatically speaking, linguistic manipulation is based on the use of indirect speech acts, which are focused on perlocutionary effects of what is said. There are a number of institutional domains and social situations in which linguistic manipulation can be systematically observed, e.g. in cross-examination of witnesses in a court of law.

Manipulation of linguistic form and structure implies that linguistic material beginning with the smallest or most discrete of segments and leading to quite large linguistic entities will be fashioned to undergo some changes, transformation, mutilation, mutation that is relatively unexpected on the part of the viewer/reader [2, p. 15]. This is done clearly with the purpose of providing another means of directing the viewer's/reader's attention squarely onto what are the subject and substance of the particular discourse in which the manipulation occurs.

There are two general kinds of strategies used by the manipulator: local strategies and global strategies [2, p. 26]. Local strategies are those used to constrain the interpretation at the level of utterance processing. Global strategies are those used to create adequate social and psychological conditions to obtain irrational consent.

There are also certain syntactical, lexical, semantic means of linguistic manipulation. Syntax provides language users with a wide range of possibilities to express themselves. Different syntactic choices may evoke different reactions from the reader or hearer as questions of blame or credit, truth, reliability, etc. The most commonly used syntactic devices are the following: transitivity, the use of modal verbs, passivization, nominalization, permutation, initialization and innuendo.

Passivisation gives the story a new orientation and creates a different effect. In transforming a sentence into passive the actor becomes less prominent. And the next sentences illustrate it: «*Luxurious red velvet chairs are occupied by the high-quality audience – the respected Polish intellectuals*» [4]. «*На розкішних червоних оксамитових кріслах сидить вибрана публіка – лише найшанованіші польські інтелектуали*».

In Ukrainian version of the first sentence two grammatical transformations are used – replacement (substitution of one syntactical construction by another one) and addition.

The use of passive voice provides the quality of authority and impartiality: «*The Verkhovna Rada is supposed to amend the domestic legislation in order to allow convicts to leave the country for a certain period of time for treatment*» [7]. «*Верховна Рада повинна внести зміни у вітчизняне законодавство, яке б дозволило засудженій людині на певний період виїжджати за межі країни на лікування*».

But in Ukrainian translation modality expressed by the word «*повинна*» allows to present opinion and speculation that might be interpreted as an actual fact by the readers.

The use of modal expressions enhances the sense of subjectivity and gives an opinion of what is to be judged as true: «*One must understand and realize (i.e., understand with all the causes and effects) one most basic thing: there is absolutely no practical sense in trying to figure out what other surprises the regime has up the sleeve for us*» [7]. «*Треба зрозуміти й усвідомити (тобто зрозуміти зі всіма причинами і наслідками) дуже просту річ: немає найменшого практичного сенсу гадати, чим іще здивує влада*».

Presupposition illustrated below determines the behaviour of the recipient: the basic idea is presented by manipulator as an indisputable fact that cannot be comprehended as attention of a manipulated person is switched to minor details. The

character of the statements is rather emotive than informative and the recipient accepts the author's mood and attitude about the given information. The sentence in Ukrainian is translated with the help of such transformations as logical development and grammatical replacement: «*Why don't the officials want to change their cars to bikes, what <u>are</u> the career prospects of this means of transport, and <u>when will Ukraine finally have a comfortable cycle infrastructure?</u>*» [7]. «*Чому чиновники не хочуть пересідати на велосипеди, які професійні перспективи <u>відкриває</u> цей вид транспорту й <u>коли в Україні нарешті з'явиться зручна велоінфраструктура?</u>*».

The choice of grammatical form is able to make the action actual, impart dynamism and emotionality. The continuous form indicates that events are in development: «*The Tatarstan Airlines company website says that the circumstances of the crash <u>are being investigated</u>*» [6]. «*На сайті авіакомпанії перевізника «Татарстан» сказано, що обставини повітряної катастрофи <u>з'ясовуються</u>*».

Using words with emotive, expressive or evaluative connotations instead of neutral ones makes it possible to influence the reader's point of view considerably or even persuade that judgements of the author of the article are absolutely correct. And by choosing such words the addressor can create a certain image: «*The last presentation, the monolog of the journalist Daryna Hoshchynska (the main character of the novel The Museum of Abandoned Secrets) <u>in an openly provocative image</u>, different from the one presented in the novel was unexpected*» [4]. «*Неочікувано остання презентація – лише монолог журналістки Дарини Гощинської (головної героїні «Музею покинутих секретів») <u>у відверто провокативному образі</u>, відмінному від змальованого в романі*».

Evaluative connotation of words may be also conveyed by a means of word-formation – negative prefixes of adjectives. For instance, the word «inefficient» means «not using time, money, energy, etc in the best way» [3, p. 830]: «*In particular, the government hid from the population necessary information, delayed iodine-based preventive measures, and provided an <u>inefficient</u> model of evacuation of people*» [8]. «*Зокрема, приховування від населення необхідної інформації, несвоєчасна йодна профілактика, <u>неефективна</u> модель евакуації населення тощо...*».

Choosing lexical items that express emotiveness with the purpose of manipulation may also affect readers' emotions. At the same time the category of emotiveness is closely related to the category of evaluation. And the use of parenthetical expression «unfortunately» together with an adjective «disappointing» intensifies the expressiveness of the message: «*<u>Unfortunately</u>, the situation with the protection of dolphins in Ukraine is <u>disappointing</u>*» [5]. «*<u>На жаль</u>, ситуація із захистом дельфінів в Україні – <u>невтішна</u>*».

Idioms can also create additional imagery, attract readers' attention and be used as a manipulative strategy. Their figurative meaning allows the author, without expressing his/her thoughts directly, to convey a message: «*<u>Red tape</u>, of course, but otherwise there would be fines piling up*» [7]. «*<u>Процес непростий</u>, але якщо цього не робити, установи можуть просто оштрафувати*».

Metaphor as an instrument of lexico-semantic manipulation has a great degree of expressiveness and allows to achieve a deeper impact on readers: «*When <u>the clock struck five in the evening</u>, the lights went down and the projector lit*» [4]. «*Як

тільки <u>стрілки годинника показали п'яту вечора</u>, у залі погасло світло, ввімкнувся прожектор».

The figurative meaning of these metaphors was preserved in translation as the closest equivalents were chosen. And metaphors make it complicated to decode the real information that lies behind the discourse.

The choice of communicative type of a sentence is another way to affect the perception of the reader. There are four communicative types of sentences (declarative, interrogative, exclamatory and imperative). Interrogative sentence is the most frequently used in manipulative purposes. Rhetorical questions, in particular, do not presuppose response and their interrogative form is convenient for «hinting» statements: *«Effective governance: the only road to EU membership?»* [7] «*Ефективне управління: єдиний шлях до ЄС?».*

The detailed study has shown that the varied manipulative strategies are used in newspaper discourse texts and they should be rendered adequately in translation.

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АВТОРСЬКІ НЕОЛОГІЗМИ
В ТРИЛОГІЇ ДЖОНА Р.Р. ТОЛКІЄНА «ВОЛОДАР ПЕРСНІВ» ТА ОСНОВНІ СПОСОБИ ЇХ ПЕРЕДАЧІ

Кожен письменник – фантаст залежно від своєї майстерності і фантазії будує свій власний уявний світ, який іноді майже не можна відрізнити від реального життя. Іноді він настільки несхожий на сучасну реальність і