

# RENDERING THE MEANS TO EXPRESS THE MANIPULATIVE INFLUENCE IN MEDIA TEXTS TRANSLATION

By Maryna Horobets Pr.m-11

Supervisor: Baranova S.V.





# REASONING OF THE SELECTED TOPIC



# RELEVANCE OF THE RESEARCH

- At the very beginning of our work we needed to understand the very difference between the mediatext and other kinds of text. Media text is a work of mass information activity and mass communication, the essence of which is specific information expressed in speech to influence public opinion and persuasion. That is, media texts not only convey a message, but also have a certain purpose, namely, influence on the reader. This effect in the text is achieved by using manipulations. Specialists in sociology, psychology, PR and linguistics are interested in methods of manipulation in media texts. Therefore, our research **is relevant**.

- **The object** of the research is manipulation in the context of English- and Ukrainian-language text media resources.
- **The subject** of the study is ways of preserving the means of expressing manipulative influence in the translation of media texts.
- **The research was carried out on the materials** of well-known English-language media resources: The New York Times, BBC, The Mirror; and the Ukrainian media resource TSN.







**The purpose** of the qualification work is to identify the means of manipulation in media texts and analyze the means of their transmission in translation.

To achieve the goal, we set ourselves the following **tasks**:

- 1) Investigate the media text as a separate field of linguistics
- 2) Identify manipulative tactics used in text information resources
- 3) Investigate and classify stylistic means of expressing manipulative influence in media texts
- 4) To analyze the methods of preservation and transmission of manipulations during the translation of text information sources.
- 5) Summarize and create a basis for further research into the issue of stylistic means of expressing manipulation in media texts.



In order to successfully perform the assigned tasks, we used **scientific methods of research**, namely: empirical (observation, comparison, description) and intermediate (analysis-synthesis, abstraction and explanation).



**The practical significance** of the work is that the results of the work can be used to improve the qualifications of translators in the field of media linguistics.

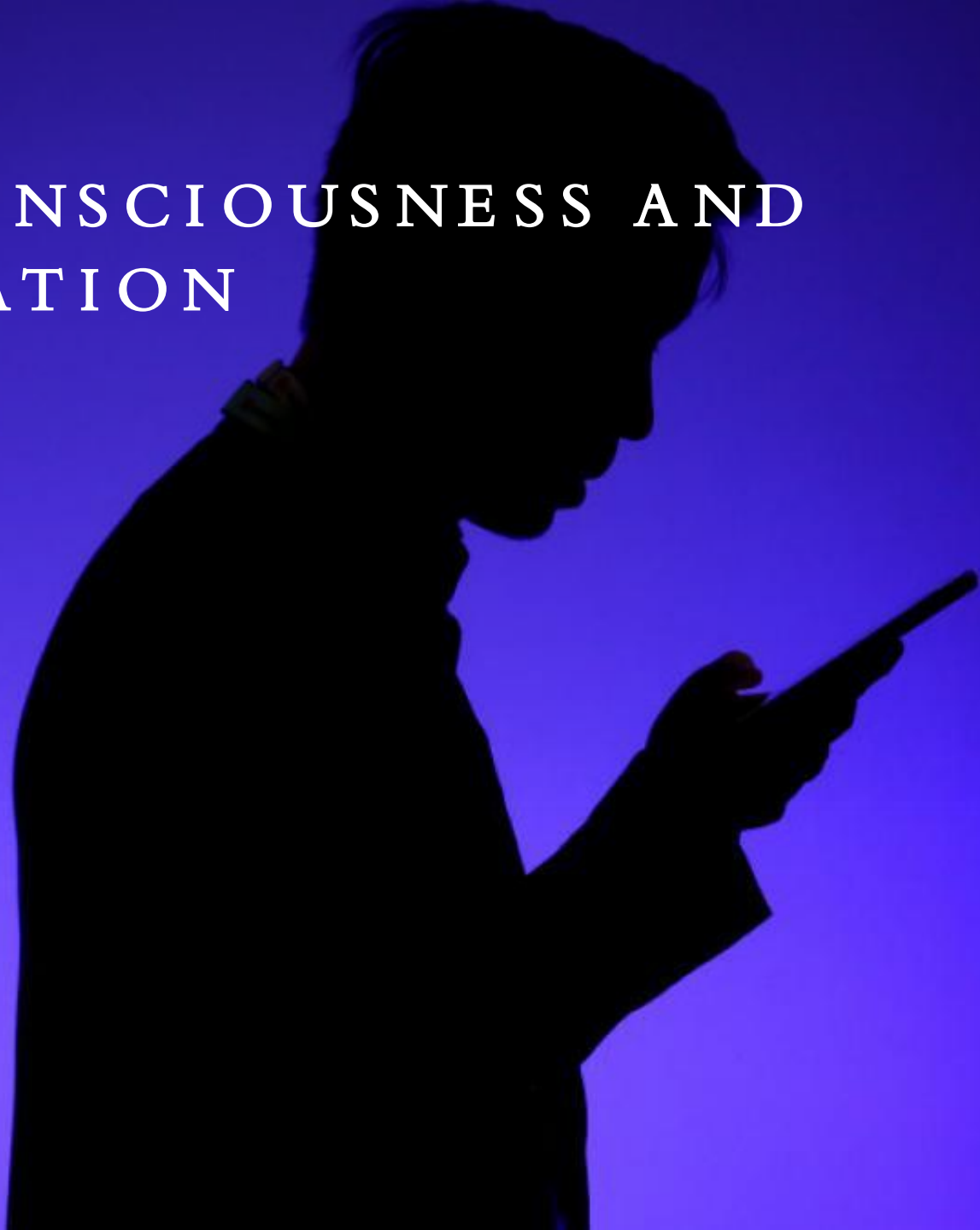


**Structure of work.** The qualification work consists of an introduction, three chapters, conclusions, list of used sources and supplement



- On the materials of the qualification work, we **published an article** “Means of Expressing social interaction in media texts” in the international magazine "Věda a perspektivy".

# MEDIA CONSCIOUSNESS AND MANIPULATION





## SPEECH MANIPULATION



- Eric Berne defines manipulation as a means of psychological influence by which the subject of manipulation secretly controls the object of manipulation.
- Speech manipulation is the most interesting of all types of manipulation, because language is the most important tool for influencing a person's consciousness. It is a type of manipulative influence that is carried out by using certain language resources with the aim of covertly influencing the cognitive and behavioral activity of the addressee.

# STRATEGIES OF MANIPULATION IN MEDIA TEXTS

informing

contamination

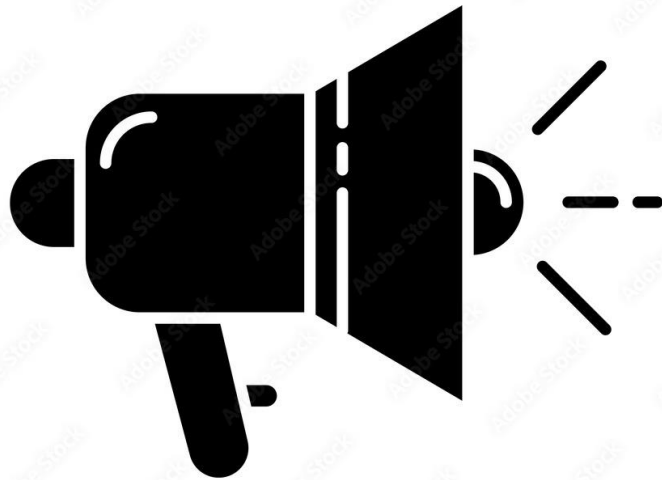
image creation

mythologizing

stereotyping

imitation

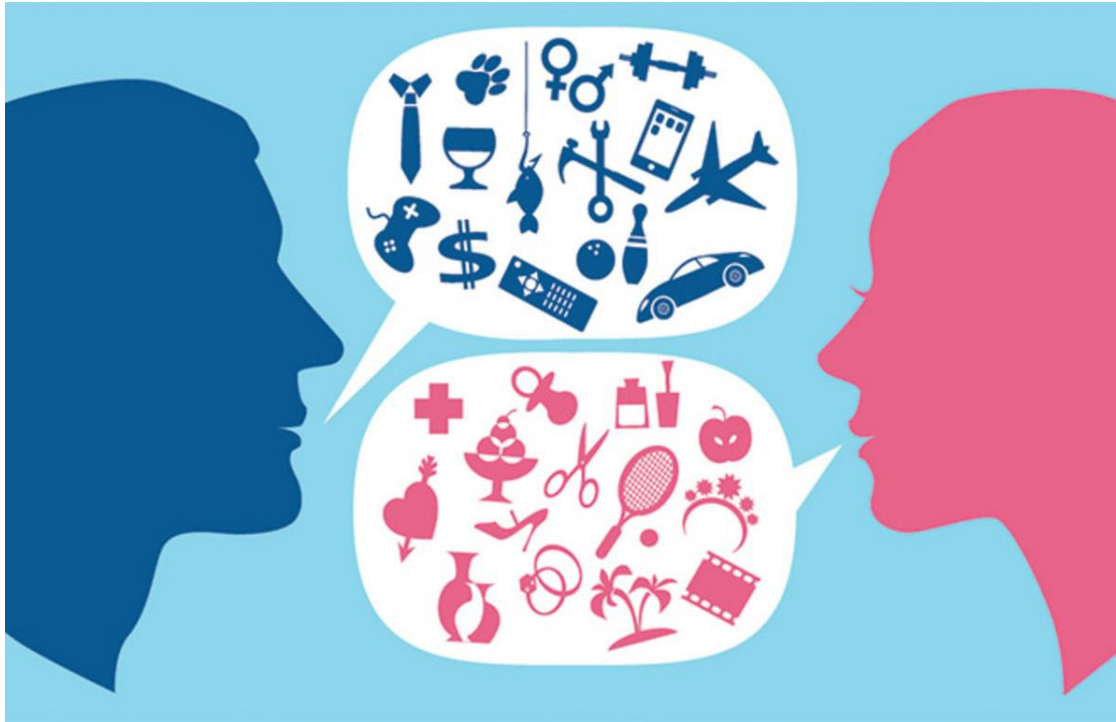
## INFORMING



*«As the cost of living crisis continues to squeeze household finances, staying on top of your finances has never been more important. – The Mirror»*



## STEREOTYPING



*«Why is everyone so angry nowadays, and what is it doing to the world? – BBC»*

## MYTHIFICATION



*«In a suspicious world, many of us are reluctant to interact with strangers. But talking to people we've never met before, even in passing interactions, can make us wiser and happier. » - BBC*

## I M A G E



- *«Mr. Musk, whose musings tend to garner widespread attention on social media, showed no timidity in weighing in» - The New York Times*
- *«Американський бізнесмен Ілон Маск після скандальної пропозиції....» - TCH*



## CONTAGION



*The report says that since COP26 last year, governments carbon cutting plans have been **woefully inadequate**. This **gloomy mood** among scientists and diplomats is underlined in today's release of the UN emissions gap study. » – BBC*

## IMITATION



*In one 2020 survey by the marketing and public relations firm Edelman, 57% of people worldwide said that capitalism as it exists today does more harm than good in the world – BBC*

# LINGUISTIC MEANS OF EXPRESSION

- Conceptual metaphors : *"Ours are others", "image of the enemy", "world", "war"*
- Impersonal constructions : *«It is a pre-emptive assertion of one side's virtue and another's wickedness; it is not about interpreting the past but about scoring points in the present to shape the future.» - The New York Times*
- Rhetorical techniques: *«How much legal jeopardy is Donald Trump in?», «Who will be Britain's next leader?», «Despite Ukraine, these aren't boom times for American armasmakers. Where's the war bounty?» - The Economist*
- Other sign systems:





# HOW CAN WE USE THIS KNOWLEDGE?



pedagogical techniques using text  
manipulation



training of translators in higher  
educational institutions



the topic of manipulation in media texts  
and it's transmission to other languages is a  
wide field for future studies.

To summarize, the work was highly interesting for me and I am thankful to my teacher Svitlana Volodymyrivna for her help and guidance. Together we have achieved all the task that we have established for ourselves.

CONCLUSION

by  
of any and all  
als in

---

Thank you for  
your attention!

---

I am ready to  
answer your  
questions.