Speech Manipulation in Media Linguistics

Lecture 3

Manipulation

'action directed at someone or something in order to achieve or instil something' (Adair, 2003).

Speech Manipulation

the communicative application of linguistic expressions, where the native speaker's model of the world is supplemented by new knowledge, while the preexisting information is being modified

the phenomenon of speech manipulation can be viewed as a complex type of speech activity comprising subject, unit, method, tool, product, and result of implementation
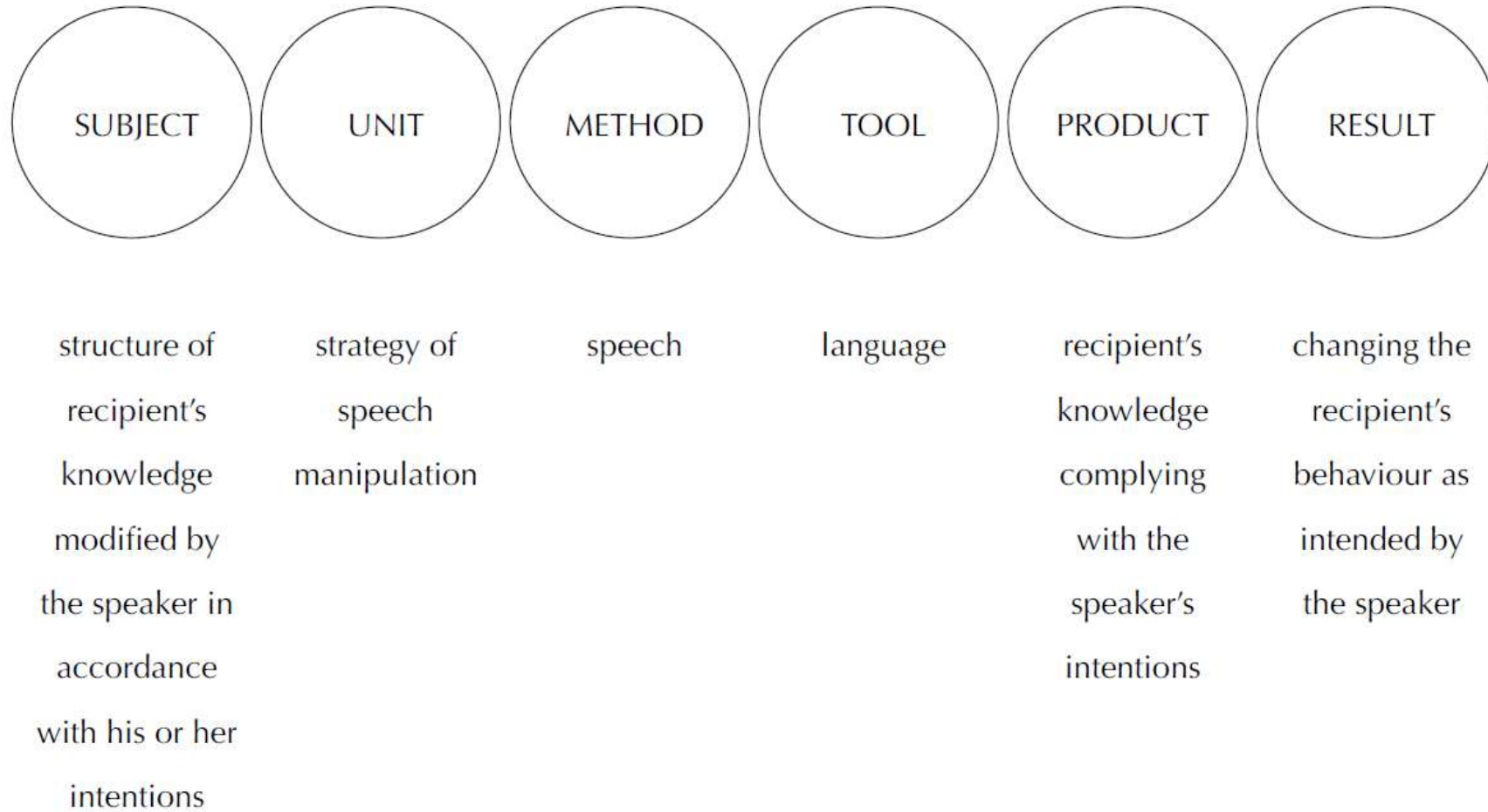
Speech Manipulation

SUBJECT	UNIT	METHOD	TOOL	PRODUCT	RESULT
structure of recipient's knowledge modified by the speaker in accordance with his or her intentions	strategy of speech manipulation	speech	language	recipient's knowledge complying with the speaker's intentions	changing the recipient's behaviour as intended by the speaker

Figure 1. Speech manipulation components

Speech Manipulation

the linguistic factor

the extra-linguistic factor

Linguistic and Extra-linguistic Factors

The linguistic factor

is a variable reflection of reality, which is manifested in the vocabulary used and based on the verbal manipulation of consciousness:

- quasi-synonymy, deliberate ambiguity and implicitness of the plane of content

The extra-linguistic factor

the social context with its semiotic, psychological, ethno-cultural, social, cognitive, and other features of social and interaction.

Extra-linguistic Factors
by Kasper & Kellerman, 2014

The semiotic factor
- expression used to convey awareness of objects and phenomena and their social significance;
- expresses attitudes and how the choice of language and expression is adjusted by communicating entities as a consequence.

The ethno-cultural factor
- expressions containing implicit cultural understandings which may not be obvious to communicators from a different social and cultural background

The social factor
- choosing and selectively imparting information according to the communication environment

The cognitive factor
- how information is processed

The psychological factor
- emotional speech manipulation of the recipient

Speech Manipulation by Akopova, 2013

the legitimate authority enjoyed by people of higher status;

manipulation (i.e. masked power);

strength (physical or psychological).

Speech Manipulation

Tactics

Strategies

Strategy
by Littlemore, 2003

the entire scope of mechanisms underlying the content of intercultural business communication, where the key objective is to achieve specific long-term results

imply planning the process of communication depending on the specific communicative setting and personal characteristics of communicating entities, as well as implementing the devised plan

a complex of speech

actions aimed at achieving communicative goals

Communicative Strategy by Mannan, 2013

choosing the general speech intention such as an intention to make a statement, ask a question, make a request, propose a suggestion, etc.;

selecting semantic components of the utterance, as well as the extralinguistic setting, corresponding to the modifying communicative meanings;

defining the scope of the informationaccounting for one theme (topic), one rheme, (explanatory/context information), etc.;

Communicative Strategy
by Mannan, 2013

correlating bits of information referring to the state of consciousness of communicating entities and the empathy factor;

defining the sequence of communication components;

adjusting the communicative structure of the sentence thus setting a specific communicative mode (dialogue, narration, verbalisation of a written text), style (epic, colloquial) and genre.

References

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