

LINGUISTIC FEATURES OF MANIPULATION IN ENGLISH-LANGUAGE POLITICAL DISCOURSE ON SOCIAL MEDIA

In the modern digital landscape, social media platforms have fundamentally redefined the nature of political communication. Language is no longer merely a neutral tool for exchanging information; it operates as a powerful mechanism through which individuals and communities interpret, construct, and navigate their social and cognitive realities. The notion of worldview- the culturally and psychologically conditioned framework through which people make sense of their existence- is central to understanding the deeper manipulative functions of language in the fast-paced environment of platforms like X (Twitter) or Facebook. In this context, linguistic manipulation emerges as a core element of persuasion, relying on brevity, emotional resonance, and strategic ambiguity to shape public opinion [2, pp. 204-227].

Theoretical Dimensions of Linguistic Manipulation. Linguistic manipulation is the intentional use of language to influence a recipient's perception of reality without their conscious realization. This process is deeply rooted in cognitive linguistics, which explores how language and thought are connected to each other. Unlike traditional linguistics focusing on grammar and syntax, cognitive linguistics examines the mental concepts that shape how language is used to influence the audience's mental representations. By leveraging specialized methodologies, political actors can uncover the connections between verbal expressions and nonverbal cognition, effectively guiding the audience's behavioral tendencies [5, p. 238].

Cultural and Ethnolinguistic Aspects of Influence. Cultural linguistics plays a vital role in shaping how language impacts worldview, especially in the context of globalization where intercultural communication is more necessary than ever. Political discourse often utilizes cultural knowledge to create specific meanings that reflect and even generate diverse interpretations of reality. Furthermore, ethnolinguistics studies how language connects to culture and ethnicity, showing how people in different digital communities use language to display their values, beliefs, and ideas about the world. In political manipulation, this is often seen in the "us vs. them" strategy, where language is used to analyze the development of culture globally and locally, sometimes resulting in either degradation or progress in human behavior [1, pp. 117-123].

Mechanisms of Psycholinguistic Impact. Psycholinguistics, as a branch focusing on the relationship between language and the human mind, seeks to uncover the hidden mental processes involved when people speak, listen, read, or write in digital spaces. In the modern world, this field has become especially influential, combining linguistics, cognitive science, and neuroscience to better understand how language functions in the human's minds. In social media, where information consumption is rapid, manipulative patterns are designed to appeal to subconscious biases. These sciences approach the brain from different angles but harmoniously complement each other, laying the foundation for many new and significant studies globally [5, p. 120].

Key Strategies of Manipulation in Social Media Discourse

1. Lexical Selection and Loaded Language: Political actors select "loaded" words or high-intensity epithets that trigger immediate psychological responses. This approach emphasizes that cognition is culturally embedded, and certain terms carry historical weight that bypasses logical analysis.
2. Metaphorical Framing: Metaphors are used to simplify complex political issues. Meaning often comes from how we mentally represent our experiences and bodily interactions with the world; thus, framing an issue through a specific metaphor can dictate how the public perceives reality.
3. Euphemisms and Dysphemisms: These tools are used to mask controversial actions or discredit opponents. This function facilitates human interaction by enabling a transition between the real and cultural worlds, fostering specific (often biased) mutual understandings.
4. Pronoun Strategy and Group Identity: Strategic use of pronouns like "We" fosters a sense of collective identity, while "They" is used to create a boundary, effectively dehumanizing the perceived opposition and shifting relationships between different social groups [3, pp. 278-302].
5. The fields of cultural linguistics, psycholinguistics, ethnolinguistics, and cognitive linguistics collectively deepen our understanding of the complex relationship between language, culture, and society. Analysis demonstrates that language is not merely a tool for communication but a fundamental part of culture that demonstrates inseparable links between thought and social development. Identifying these linguistic patterns is a crucial step for improving language learning, advancing artificial intelligence, and ensuring effective intercultural communication in an increasingly interconnected global society.

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