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INFORMATIVE AND MANIPULATIVE FUNCTIONS OF MEDIA DISCOURSE

In general, discourse is one of the most complicated and least defined notions in modern humanitarian studies, this fact causes different linguists' attitudes towards it. Thus, according to N. Arutyunova discourse is a coherent text combined with extralinguistic, pragmatic, socio-cultural and other factors, whereas, language is associated with a purposeful social action [4]. A. Kibrik says that the concept of discourse is broader than the text, as it is both a process of speech activity and its textual outcome [2]. In some way, all modern discourse typologies distinguish media discourse as a sufficient type due to the social significance of the communicative sphere represented by the given type of discourse.

We can identify the following media functions based on their main principles in a society considered by domestic and Western scholars. They are as follows: *informing, socializing, establishing “agenda”, political, influencing public consciousness or forming public opinion, and entertaining* [3]. In our opinion, the main functions of media discourse are *informative and manipulative*. The *informative* function entails the following: stylistic restraint of material presentation; accuracy of the information provided, which allows the reader to create a unified system of perception; journalist's ability to analyze and summarize; specificity and objectivity in presenting facts and events in concise statements. Media discourse manipulative function seeks to influence the reader. The author of the text provokes

certain behaviour in the reader's mind resulting in changes in their value system. It is worth mentioning that you can hardly come across the *informative* function of media discourse in its initial form as any information, to some extent, impacts the readers and develop their point of view towards a certain event; which can affect their opinion and action.

However, manipulation is likewise impossible without information [1]. There are different names for media discourse which are often used as synonyms – such as mass media and mass information discourse. The role of mass media in modern society is difficult to overestimate. They have a powerful influence on the state of public consciousness because most of the readers' ideas about the world are received from newspapers, magazines, television and radio programs. Media distinctive features are their publicity, i.e. unlimited range of consumers; indirect, i.e. divided in space and time, interaction of communicants; the direct influence on the range from the communicator to the recipient; impossibility of changing their roles. At the same time, mass media is created not only to transfer the information but also to actively participate in social, political and economic processes; mass media complete situations and form public mood and opinion. They exercise social control over their readers. The inherent quality of mass media is their ability to influence the audience and provide ideological, political, economic and organisational impact on public opinions and behaviour. Media discourse has a number of prerequisites to manipulate public consciousness. Its manipulative potential is conditioned, first of all, with an intentional function of this kind of discourse. The task of the media discourse is to influence the formation of public opinion.

Thus, in the media text, the journalist depicts not only the event itself but a psychological image of this event which is described by its objective data. On the other hand, it emphasises a particular aspect which forms public opinion about the above mentioned event.

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