Psycholinguistic Effects of Influence on the Destination in Newspaper Articles

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Abstract

This article is devoted to the psycholinguistic analysis of the text of the political focus from the newspaper article. The article discusses both syntactic and lexical funds involved in the formation of a certain relations of readers to the heroes of the article.

On a modern person, there is a constant impact of the flow of information that he needs to comprehend and interpret.

Researchers focus on creating texts and reflected in them mentality, information translated in media discourse. Meanwhile, the system-forming feature of the media discourse is the intention to influence the addressee, involve it in social interaction.

Text under conditions of socio-political instability is a mechanism for manipulating the consciousness of the audience, the purpose of the formation of a certain opinion among the company addressed to a certain group.

Keywords: psycholinguistic tools, mentality, text perception, consciousness of the destination, political text

1. INTRODUCTION

Recently, the problem of ambiguity of semantics of text is particularly relevant for the fact that the modern world is the space of global informatization. On a modern person, there are constant impact of the flow of information that it needs to be comprehended to interpret and actively use in its daily activities. In some cases, there is also the "risk of ambiguous interpretation of unequivocal information", for example, legislative acts and documents. It is appropriate to remember the words of the linguist and psychologist N.I. Zhinkin is about the fact that "an objective understanding of the text, that is, the same for different people reading, it is impossible at all."

PR-texts

According to T.V. Ustyugova, text under conditions of socio-political instability is a mechanism for manipulating the consciousness of the audience, the purpose of the formation of a certain opinion among the company addressed to a certain group. The text containing PR information is seen as one of the communication tools by which the information transfer process occurs.

Political text is a type of PR-text system and is a communicative-directional structure organized by the laws and rules of political communication having open borders built into the communicative space of socio-political activities. The political text emotively affects recipients, encourages them to politically, justifies the emergence and existence of socio-political decisions under the conditions of multiplicity of points of view in society, allows you to present the dynamics of socio-political interaction, filled with meanings and values.

Researchers focus on creating texts and reflected in them mentality, in the structures broadcast in the media discourse. Meanwhile, the system-forming feature of the media discourse is the intention to influence the addressee, involve it in social interaction. It is significantly not only to establish the techniques for the implementation of this intention and determine the mentality characteristic of social interaction, but to identify how sensitive to this intention is as far as he is willing to perceive this mentality. A psycholinguistic toolkit introduces another acting person to discourse, previously submitted only by the implicit - recipient of

information, addressee of messages, reading and listening to individual, actively perceiving and evaluating texts. In the regional media discourse, the reader and the listener acts as a full-fledged subject of dialogue, evaluating the communicative behavior of other participants in communication and not always dividing the reflected mentality discourse. An individual characteristics of the recipients of the speech report through the media also affect the assessment of the text of the recipients. Stricter and more demanding evaluate the text of recipients with a high mental level of speech and training.

If you turn to the psycholinguistic methods for analyzing the semantic text structure, then many linguists consider it in terms of triads: generating – text – perceiving.

According to the research V.B. Apukhtin, with all the difference in approaches to the phenomenon "Text", a psycholinguistic understanding of his understanding retains the main and basic idea. Text is a hierarchical structural formation, the components of all levels of which have a semantic character, differing from each other only the degree of complexity or significance in the overall structure. They are combined with a common theme, idea or subject matter, that is, the general thought, which is the realization of the idea of the speaker.

The fundamental idea of the model of the division of speech statement is the idea that the entire process of generation can be divided into the most approximate consideration, to the internal programming step, which has mainly semantic characteristics, which is expressed in the universality of the forms and patterns of its flow in the sense of their independence from the material body. and the patterns of any natural language, and the exterior stage associated directly with the method of expression on one or another language.

Consider an example of a joke of the article " United News"

정진상 "유동규 통화, 이재명에 보고 안해"…보고자 따로 있나

(서울=연합뉴스) 송진원 김주환 기자=정진상 더불어민주당 선대위 비서실 부실장이 대장동 개발 **의혹**으로 구속된 유동규 전 성남도시개발공사 기획본부장과 검찰 압수수색 직전 통화했다는 **의혹**과 관련해 "(이재명 더불어민주당 대선 후보에게) 통화 내용을 따로 보고하지 않았다"고 8 일 밝혔다[1].

Chin Sang Chong said: "We talked on the phone with Don Gyu Yong, and I do not report anything before Che Möng Lee." I wonder who he is reported?

According to the report of journalists Chi Vaughn Song and Chu Hwan Kim ("United News". G. Seoul), 8th day of the current month Ching Sang Chong – Deputy Director of the Head Secretariat of the Democratic Party had a conversation with Mr. Don Gyu Yong (head of the Department of Construction Work Planning in Song Nam city), was arrested by the police on suspicion of framing in the De Chang Don district development project. It was also reported that there was no a separate report to Che Möng Lee (candidate for the leaders of the Democratic Party).

정 부실장은 검찰이 유 전 본부장 주거지를 압수수색했던 9 월 29 일 오전 그가 유 전 본부장과 통화한 사실을 어떻게 이 후보가 알게 됐는지 묻는 연합뉴스 취재에 "그건 후보님께 물어보셔야 한다"며 이같이 답했다.

On the question of our newspaper "United News", as the current candidate for the leaders of your party learned about the search on September 29, the dwellings of the previous chapter of the Department of Mr. Yu, Chong had an answer: " Ask him by yourself."

앞서 이 후보는 두 사람 간 통화 사실이 공개되자 "나중에 들었다"며 알고 있다고 말한 바 있다.

Also added that the current leader candidate heard about all later, when their conversation was published.

이 후보의 최측근으로 꼽히는 정부실장이 보고 **사실을 부인하는** 상황에서, 이 후보에게 두 사람 간 통화 사실을 알린 인물이 누군지를 놓고도 **의혹**이 확산할 전망이다

The Deputy Champion Secretariat is looking forward to entry into the position of the current candidate, but at the same time denies the truth that it reports to the future leader. In any case, only the suspicions about who reports all the current candidate increases.

Consider the lexical means carrying the importance of an open charge of the heroes of the newspaper article. So in the article when describing the actions of representatives of the Democratic Party, the phrase 사실 을 부인 하다 – **Deny the truth**, which can be attributed to aggressive means of impact on the consciousness of readers. Next, in the analyzed newspaper article, the word 의혹 – **the suspicion** is used six times, which makes it possible to consider this frequency of the word use with bright negative color, as a dialectical way to transform the amount into quality for the formation of a high degree of hostility to the subjects described.

According to the study of Mee Yong Chon, dedicated to identifying the influence of a newspaper article on personal perception. The level of confidence is based on the reader to certain newspapers. The reader's perception largely depends on the level of knowledge regarding the bias of the author of the article to the described object.

The degree of compliance involved in the textual activity of the elements of communications determines the nature of the communicative effect, under which we mean the relationship established in the consciousness between the recipient and copyright of the text. It should be borne in mind that the recreation of adequate content and adequate copyright is not the only condition for the coincidence of the potential and actual semantic focus of text.

It comes only if the history of socialization that gives each partner in communication with the relevant group of social characteristics, so affects their consciousness that individual ideological systems as the basis of the author's thesauruses and the addressee establish the relationship between themselves. In this case, the Communications are capable of expressing approximately the same subjective attitude of both the system of universal value and environmental impacts, leading to responses to the manifestation of the pragmatic properties of their consciousness.

So, the process of reconstructing the deep semantic structure of the recipient passes several stages: the formation of the image of the content (objective information about the communications object); formation of the image of the author's plan on the basis of extracting modally-marked information; correlation of the image of the author's plan with the defined social properties of the addressee of an individual system of values; development of relationship / disagreement with the author about the significance of the subject of communication; removing the subjective value of text personally for itself and reproduction of personal meaning.

The importance of analyzing the addressee factor consists of also in the fact that he, having set the issue of the existence of a sociocultural factor of understanding, reveals in detail the social nature of the text. The impact of the social nature of the text on the process of recreating its inner form is carried out through the total impact of the social properties of the recipient on its audience. The result of this impact is affected by both the features constituting thesaurus (lexicon, grammar, semantic, pragmatic), and on the world of an individual ideological model, or a system of value orientation of the addressee. All together they characterize both the level of culture of the addressee and the very culture of society, a member of which is the addressee. In the sense perception of a

specific text, an individual value system serves as a target of the address of the addressee, with which everyone involved in understanding the features of his consciousness are fully consistent.

In research E.A. Repina notes that the abundance of negatively painted vocabulary sets people to a negative attitude towards the whole surrounding, creates a certain negative connotative halo around a person. All sides of life in "aggressive" texts are considered only in terms of their drawbacks. Everything is bad, disgusting, scary. This non-specificity and generalization and creates irritation and intricacies from the recipient. Judging by the estimates of experts, it should be noted that, unlike the "outcast" type of texts (the description of which is given further), the texts of the "aggressive" type only partially suppress a person.

For the most part, "aggressive" texts make a person feel offended, humiliated and offended, but not helpless and flawed. In the texts of the "aggressive" type, many appeals to the physiological side of human existence, while vocabulary describing visual, auditory and other sensations, a little. It is often said about violence, debauchery, murders, suicides. For example, many words belonging to the semantic category 'Hunger' (unable to feed, hungry and disadvantaged, starve, live below the subsistence level than to feed, etc.).

Many allusions. There is practically no poetic colored vocabulary. Stylistic techniques are generally not too diverse. Many epithets, as a rule, having a negative color, there are comparisons, hyperboles. Sometimes metaphors are found, but their little, as well as sarcasm. As in the texts of the "aggressive" type, in the "rapid" texts, you can detect a high proportion of emotional negative painted vocabulary. However, in contrast to the "aggressive", the vocabulary of "shocking" texts is aimed not to create some way of terrifying reality, which is possible and necessary to change

(some stimulus to fight). Aggression in this case is directed to the recipient itself.

According to V.I. Shakhovsky, the problem of effective language communication is one of the most difficult to date for communicative-oriented linguistics. Within the framework of this problem, a large theoretical and practical interest, the scientist believes, causes the study of those factors laid down in the Word (in the text), which cause emotional-efficient communication. These factors acquire great importance in the conditions of political struggle, especially in the period of election campaign, as well as for political discourse as a whole, since "in language communication, sensual mechanisms of the psyche of communicants can significantly influence the choice of solutions and the model of their behavior."

2. CONCLUSION

On a modern person, there is a constant impact of the flow of information that he needs to comprehend and interpret.

Political text is a type of PR-text system and is a communicative-directional structure organized under the laws and rules of political communications.

In the studied text, the grammatical design is the basis of the verb + ending 나 (...보고자 따로 있나), expresses the doubts in the actions of the hero of the newspaper article, which forms the corresponding readers' relation. The text uses lexical means carrying the importance of an open accusation of the heroes of the newspaper article.

The high frequency of consuming words with a bright negative color forms a high degree of hostility to the subjects described.

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