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SUGGESTIVE TECHNOLOGIES OF STUDENT'S LANGUAGE IMAGE MAKING

Introduction. Within modern linguistic studies, there is an orientation to the study of the functional-communicative aspect of language, in particular, to the study of problems of linguistic influence in advertising discourse [1]. However, the learning of linguistic suggestive impact on the student's image, which is a type of personal image-making, still remains out of the limelight of linguists.

Review of recent research. The problem of suggestive influences has attracted many scientists' attention, but it has not been deeply investigated. Many linguists acknowledge by the reality of suggestion, but few of them explain its nature. Nevertheless, the scientific literature contains materials that allow us not only to get information about the phenomenon of suggestion, but also to form the basis to disclose of its essence and to identify the causes of its occurrence and functioning. The phenomenon of suggestion and its social and psychological components have been considered by different scientists at different times. They are F. Alexander, V. Bekterev, E. Kretchmer, L. Ilnitsk, B. Malinovsky, A. Lemann, M. Linetsky, V. Raykov, A. Slobodyanyk, O. Ruda and others [2].

The objective of the paper is to explore the techniques of suggestion in forming student's linguistic image.

Results of the research. Suggestion is a process of influencing on human consciousness bound up with a criticality decrease in the perception and realization of the content that is suggested. It is known that the information learned via suggestion is difficult to comprehend and correct [2]. Suggestion changes the ways a person analyzes information and behave, and its effect is caused by the decrease of self-control and self-criticism regarding to hypnotizable content [1].

In addition to suggestion, we consider the language manipulation which is based on the language patterns and the principles of its usage. Language manipulation is the exploiting language peculiarities and approaches of its use in order to implicitly impact the addressee in the right for a manipulator direction [4]. The manipulative possibilities of a language are extremely rich, namely, equivocation of concepts, comparison in favor of a manipulator, rhetorical question, illusory choice, change of voice power, pauses, etc [5].

A student uses the following suggestive techniques to create a positive image [7]:

- "positive mood" (it is known that attractive people are those who are good to others. So, positive attitude to other individuals evokes a positive opinion of a student).
- an impeccable reputation creation (purposeful creation of a positive public opinion about oneself through constructive behavior and compliance with social norms);
- positive messages to other people (signs of appreciation, gratitude, and honour, greetings, etc.);
- personal involvement (showing interest in people, providing support and help);
- misleading from the real situation (hiding the situation of a particular case);
- the technique of "reflection" which means to present an object in its visual and linguistic characteristics. As a result, a positive emotional background of communication is formed and protective filters are removed;
- student sometimes uses "black PR" or "self-PR" that means the increasing of one's self-esteem (or attention attraction to oneself) by destroying the authority of other students.

Conclusion. So, in the process of forming student's image, various linguistic suggestions techniques ("positive mood", impeccable reputation creation, positive messages to other people, personal participation, misleading from the real situation, "reflection," and "black PR") that intend the latent communicative influence on the addressee in order to form a positive attitude to a student are used.

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STRUCTURAL AND SEMANTIC FEATURES OF THE CANDIDATE FOR PRESIDENT OF UKRAINE V. O. ZELENSKY'S PROGRAM (ON THE MATERIAL OF ELECTIONS OF THE PRESIDENT OF UKRAINE IN 2019)

Introduction. The rapid development of linguistic manipulation science is due to such factors as global processes of democratization of social relations, the leveling of basic social opportunities, the development and maximum expansion of the range of services, considerable leveling of the social hierarchy and the emergence of a phenomenon of adversity in all sections of society.

Even Ancient Greek scholars argued that the word has a great power, to manipulate people, their actions and thoughts. After the First World War there came an urgent need to study political discourse and its linguistic and extra-linguistic peculiarities, since at that time political communication reached its apogee [1: 248–249].

Review of recent publications. The features of political speech at various levels have been researched by M. Babak, F. Batsevich, A. Bashuk, Ya. Bondarenko, V. Demetska, O. Zernetska, K. Kantura, N. Kondratenko, N. Petliuchenko, H. Pocheptsov and others. Content analysis of the texts of different styles and genres has been conducted by B. Berelson, A. Zdravomyslov, H. Lasswell, V. Yadov and others.

Objectives of the paper. The purpose of the research is to determine the structural and semantic features of the candidate for President V. O. Zelensky's program (on the basis of the elections of the President of Ukraine in 2019). The purpose of the analysis involves solving the following tasks: to give the definition of a term 'political program'; to analyze the election slogans; to characterize the features