

Verbal means of media manipulation with fears (on material of the American, English and Russian Tabloid Press)

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Abstract

The modern media discourse actively maintains an emotion of fear for manipulation of consciousness and behavior of the addressee. In the article, methods of creation of social phobias in mass media are considered. This article discusses verbal impact features in the modern media discourse, identifies and describes main methods to light fear situations in the tabloid press. The article is devoted to lexical, grammatical and stylistic means studying used in fear messages or causing fear messages in tabloid mass media to increase the effect of influence on the addressee, manipulation the mind of the recipient, the suggestion of fear to the media audiences. The integrated approach to research of verbal means of fears media manipulation including elements of the lexical and semantic, lexical and grammatical, interpretative, contextual analysis on the material of the American, English and Russian tabloid press in XXI century is used. It is established that the tabloid media adhering to the dominating ideologies generate and extend various fears applying verbal means of influence on the addressee.

Key words: fears, influence, manipulation, suggestion, verbal means, media discourse, American, English, and Russian Tabloid Press

Introduction

The problem of fear phenomenon studying is one of the current problems of the present. In the 20-21st centuries it is considered in cross-disciplinary aspect with the attraction of practices in various areas of scientific knowledge: in linguistics, literary criticism, psychology, psychiatry, physiology, sociology, political science, philosophy, religious studies, etc. The fear as the emotion, which is shown in situations of threat to the biological or social existence of the person, is directed to a source of the valid or imagined danger, i.e., appears at her anticipation. The variability of intensity and specifics of experience of fear (phobia) for fright to horror depends on the nature of the threat. The fear, reaching the affected force (panic, horror), is capable of imposing behavior stereotypes, including speech behavior (flight, catalepsy, verbal and nonverbal protective aggression). The actual material clearly demonstrates that the modern media discourse actively operates emotion of fear for manipulation of consciousness of the addressee, his behavior (Zheltukhina, 2008). In this article, we will consider how phobias are created in modern mass media, what verbal means are used for producing frightening media messages.

In the sociocultural development of the person, the fear acts as a warning of the forthcoming danger, focuses attention on its source, causes search of ways of its avoiding (Bajbikova, Zheltukhina, Zubareva, 2014). For example, the fear of condemnation created by media, so-called public opinion, is used in the educational purposes as the behavior regulator. The fear connected with public life is called 'sociophobia.' The society estimates the increased fear of the person who is under the protection of social institutes negatively. Mass media gear up negative emotions in consciousness of the addressee, generate and implant various phobias that is reflected not only in lexical and grammatical structures, stylistic receptions, but also is implemented in contexts, implications, the intertexts and hypertexts (Tarde, 1969;

Wilson, Cantor, 1985; Hoffner, Haefner, 1994; Thompson, 1995; Jamieson, Campbell, 1997; Zelenskaya, 2006; Chervyakova, 2007; Chervyakova, 2012; Walma Van Der Molen, Konijn, 2007; Bernstein, 2008; Smith, Moyer-Gusé, 2009; Smith, Wilson, 2009; De Cock, 2012; Riddle et al., 2012; Kosova, 2013; Kosova, 2016; Denisenko, Denisenko, Chebotareva, 2016; Kalita et al., 2017; Ostrikova et al., 2018, etc.). Strengthening of the importance of modern media communication in the knowledge of reality causes an intensification of media influence on consciousness and subconsciousness of the addressee.

Methodology

Under the influence of media, the special picture of the world as which main mechanism creation of a communicative media event as result of the interaction of the media text and consciousness of the person acts is formed. The possibility of the mass panic provoked by mass media, generation and spread of phobias, including sociophobia in cross-cultural space through media, demands to carry out socio-and psycholinguistic studying of linguacultural conditions and mechanisms of developing of phobias, their dynamics, and mass character for development of special measures of prevention and fight against them today.

The carried-out analysis of special literature (Gadzhiev, 1994; Kuz'men, 1996; Zadorin, Burova, Syutkina, 1999; Zheltukhina, 2008) and the actual material have shown that verbal and nonverbal media influence in the tabloid press on consciousness and behavior of the addressee is carried out within three main approaches:

1. Influence on opinions, installations, the behavior of the addressee. Mass media form thinking of the addressee, his idea of the world, create public opinion, influencing verbally and not verbally opinions, installations and behavior of the addressee. Media texts do not represent reality, and design it verbally and not verbally according to goals.

2. Focusing of attention of the addressee to realities. Mass media focus the attention of the addressee on reality fragments, significant for the addresser, for the further motivation of the addressee to direct actions.

3. Manipulation of consciousness and behavior of the addressee. In a media discourse intentions of informing, social control, manipulation, etc. are implemented. Manipulation of consciousness and behavior of the addressee consists in active invasion into the language sphere. The purposes of it are an influence on reason, feelings, and will of the addressee and regulation of perception of the social and political phenomena. The research of media manipulation is connected with studying of means and methods of ideological verbal and nonverbal influence.

In work, the integrated approach to research of verbal means of fears media manipulation including elements of the lexical and semantic, lexical and grammatical, interpretative, contextual analysis on the material of the Russian, English and American tabloid press in XXI century is used.

Results and Discussion

Influence of media texts on an emotional condition of the addressee finds the following features. The caused by mass media fear emotion at the addressee externally are marked differently, i.e., at different addresses, different signs can dominate, and in a human body identical processes are observed.

As a result of the carried-out analysis of the actual material it is established that for an increase in the force of influence, suggestions of messages about fear or the messages causing fear in tabloid media are actively applied verbal and nonverbal means. In this article, we will consider the verbal influence on the addressee through the realization of the mechanism of intimidation in the tabloid print and electronic media.

For preservation and maintenance of the power, increase in the status of heads of the

country, for submission of masses and media manipulation with them pursue a verbal policy of fear, causing negative emotions of the addressee, sensation of fear through media cultivation of horrors, destructions, death, cruelty, and violence. The created atmosphere of fear generates a feeling of vulnerability or hopelessness at the addressee, causes panic moods, can lead to reciprocal aggression. The anonymity of verbal and nonverbal media attempts at consciousness and subconsciousness of people strengthens the influence of fear.

Successful media intimidation has to cause surely information response in a society that can be shown in the behavior of people, creation, and distribution of rumors, etc. The applied strategy of the policy of fear transform representations, installations of the addressee through the presentation of frightening intentions of addresses in public statements, declarations, interviews, articles about the presence of the enemy or his search, detection and fight against him.

E.g., application of a lexeme of "fear" / "strax" in heading in "yellow" media can cause a sensation of fear in the addressee.

The carried-out analysis that news in headings of American, English, Russian tabloid media narrative of the XXIst century has allowed to reveal the main semantic media manipulators fears:

Table 1: Substantive media manipulators fears (most frequency)

English/American Tabloid Press	Russian Tabloid Press
<i>war</i>	<i>vojna</i>
<i>terror(ist/ism)</i>	<i>terror(ist/izm)</i>
<i>bomb</i>	<i>bomba</i>
<i>crisis</i>	<i>krizis</i>
<i>end</i>	<i>konecz</i>
<i>death</i>	<i>smert`</i>
<i>revolution</i>	<i>katastrofy`</i>
<i>chaos</i>	<i>ubijstvo</i>
<i>threat(en)</i>	<i>revolyucii</i>
<i>failure</i>	<i>xaos</i>
<i>fear</i>	<i>neudachi</i>
<i>evil</i>	<i>strax</i>
<i>(mass)destruction</i>	<i>zlo</i>
<i>collapse</i>	<i>kollaps</i>
<i>crusade</i>	<i>opasnost`</i>
<i>disaster</i>	<i>shpiony`</i>
<i>danger</i>	<i>etc.</i>
<i>etc.</i>	

Table 2: Verbal media manipulators fears

English/American Tabloid Press	Russian Tabloid Press
<i>kill(ing)</i>	<i>ubivat`</i>
<i>spy(ing)</i>	<i>strelyat` (vy`strel)</i>
<i>shoot (shot)</i>	<i>atakovat`</i>
<i>attack</i>	<i>etc.</i>
<i>etc.</i>	

Table 3: Attributive media manipulators fears

English/American Tabloid Press	Russian Tabloid Press
<i>nuclear</i> <i>dangerous</i> <i>terrible</i> <i>scary</i> <i>most terrifying</i> <i>etc.</i>	<i>yaderny`j</i> <i>opasny`j</i> <i>strashny`j</i> <i>uzhasny`j</i> <i>etc.</i>

As the most frequency semantic media manipulator fears in tabloid mass media the substantive lexeme "war" / "vojna" acts (43% / 42% in English/American and Russian respectively).

The revealed semantic media manipulators fears are often combined in tabloid media with each other:

Cold War,
War on Terror(-ism),
War without End,
Unending War,
The 7 Fronts Of the War On Terror,
The War to end all wars,
Mayor Compares Threat of Global Warming to Terrorism,
Senators Find Common Ground With Anti-Terror Caucus,
French Ban of Anti-Semitic TV Station Shows Impact of War on Terror,
Senator Obama's call Tuesday for a world free of nuclear weapons came at such an inapt time that it couldn't have been a coincidence,
Car Bomb Kills 17,
Wounds 14 in Syrian Capital...;
xolodnaya vojna,
vojna s terrorom/-izmom, vojna bez konceza,
beskonechny`e vojny`,
vojna do konceza vsekh vojn,
novaya ugroza massovogo unichtozheniya,
kak ustanovit` yaderny`j terror,
kommunisticheskaya ugroza ne zakonchilas`,
bomby` ubili desyatki lyudej ...

Result of identity or proximity of semantic media manipulators fears on value were the following theme groups of fear in tabloid mass media:

1) FEAR of WAR (military operations, attack and terrorism)

war, terror(-ist, -ism), revolution, genocide, (mass)destruction, crusade, combat, attack, mayhem, to hurt, to capture, to pour forces, to damage, bomb invade, to torture, to combat, to strike (back), to suppress, to storm into, to struggle, to be on the move, to destroy, to begin war, to rush to arms, to wrestle down, pour forces, savage (v.), strike, to assault, to invade, to dismantle, to wage a war, to be at war, to harm, to hit home (about war) etc.

vojna, by`t` v sostoyanii vojny`, nachat` vojnu, voevat`, terrorizm, borot`sya, shturmovat`, bor`ba, borot`sya, vtorgnut`sya, revolyucii, genocid, ataka, napast`, pogrom, podavit`, razoruzhit` unichtozhit`, speshit` k oruzhiyu, py`tat`, upala bomba, slabye sily`, zabastovki, bastovat`, sily` na isxode, zaxvatit`, prichinyat` vred, ushherb etc.

2) FEAR of DEATH and DISABILITY (physical loss, natural and violent death)

death, kill(ing), bomb, massacre, shoot, assassination, annihilation etc.
smert', ubijstvo, strelyat, `bomba, unichtozhenie, zhertyy, `nanesenie uvech`ya, etc.

3) FEAR of the END (doomsday, world / collapse, disorder / disintegration of the country, economy, military power, chaos, material loss, exposure, illegal disclosure of personal information, etc.)

collapse, end, failure, fall, attrition, chaos, crisis, spy(ing), a sudden cessation of power, the collapse of a business, an unsuccessful person, enterprise, or thing, etc.

kollaps, konecz, krax, kaos, neudachi, vnezapnaya poterya vlasti, krax biznesa, neudachny`j chelovek, predpriyatie ili veshh`, krizis, cherny`j vtornik, osen`, istoshhenie, shpionazh, slezhka etc.

4) FEAR of LIFE (uncertainty, threat, danger, disaster, accident, angrily, etc.)

fear, threat, danger, disaster, uncertainty, alert, emergency, evil etc.

neizvestnost`, ugroza, opasnost`, opasnost` stixijny`x bedstvij, strax, opoveshhenie, sirena, chrezvy`chajnoe polozhenie, texnogennaya katastrofa, zlo etc.

For example, many of the revealed above semantic media manipulators fears, highlighted in bold type, occur in the following media message:

«Chomsky: **US Leaders' Panic Over Crimea Is About Fear of Losing Global Dominance.** American red line are firmly placed at Russia's borders...and the **annexation of Crimea** crossed them. May 3, 2014. The current Ukraine **crisis is serious and threatening**, so much so that some commentators even compare it to the **Cuban missile crisis of 1962**. Columnist Thanassis Cambanis summarizes the core issue succinctly in *The Boston Globe*: “(President Vladimir V.) **Putin's annexation of the Crimea is a break in the order that America and its allies have come to rely on since the end of the Cold War – namely, one in which major powers only intervene militarily when they have an international consensus on their side, or failing that, when they're not crossing a rival power's red lines.**” This era's most **extreme international crime, the United States-United Kingdom invasion of Iraq**, was therefore not a **break in world order – because, after failing to gain international support, the aggressors didn't cross Russian or Chinese red lines.** In contrast, **Putin's takeover of the Crimea and his ambitions in Ukraine cross American red lines.** Therefore “Obama is focused on **isolating Putin's Russia by cutting off its economic and political ties to the outside world, limiting its expansionist ambitions in its own neighborhood and effectively making it a pariah state,**” Peter Baker reports in *The New York Times*. **American red lines, in short, are firmly placed at Russia's borders. Therefore Russian ambitions “in its own neighborhood” violate world order and create crises.** The point generalizes. Other countries are sometimes allowed to have **red lines – at their borders (where the United States' red lines are also located).** But not Iraq, for example. Or Iran, which the U.S. continually **threatens with an attack (“no options are off the table”). Such threats violate not only the United Nations Charter but also the General Assembly resolution condemning Russia that the United States just signed. The resolution opened by stressing the U.N. Charter ban on “the threat or use of force” in international affairs. The Cuban missile crisis also sharply revealed the great powers' red lines. The world came perilously close to nuclear war when President Kennedy rejected Premier Khrushchev's offer to end the crisis by the simultaneous public withdrawal of Soviet missiles from Cuba and American missiles from Turkey. (The U.S. missiles were already scheduled to be replaced by far more lethal Polaris submarines, part of the massive system threatening Russia's destruction.) In this case, too, the United States' red lines were at Russia's borders, and that was accepted on all sides. The U.S. invasion of Indochina, like the invasion of Iraq, crossed no red lines, nor have many other U.S.**

depredations worldwide. To repeat the crucial point: Adversaries are sometimes permitted to have red lines, but at their borders, where America's red lines are also located. If an adversary has "expansionist ambitions in its own neighborhood," crossing U.S. red lines, the world faces a crisis... (Chomsky, 2014).

This example clearly demonstrates the aggressive influence of mass media on the addressee through the description of threats, numerous repetitions, and comparisons by use of a negative lexicon of the conceptual spheres "war" and "death" causing fear in the addressee, menacing to his peaceful existence.

As shows the conducted research, the nominativity of headings in tabloid media is caused by an accessory of lexical media manipulators fears mainly to nouns.

E.g.,

"The Long War on Terror" (Rieff, 2016).

"War on terror" was a mistake, says Miliband" (Borger, 2009).

"War on terror: Time to get tough" (Frum & Perle, 2004).

At the same time in verbal manipulation in tabloid media, it should be noted an important role of verbs from which verbs-destructive and verbs-manipulative are distinguished.

1) Verbs-destructive, the most frequency and negatively painted (fears for destructive action, destruction, damage, causing physical damage to the addresser and/or his inner circle).

2) Verbs-manipulative, less frequency, neutral out of a context, not indicating the media messages ability to cause fear in the addressee, realizing indirect manipulation through contextual components for receiving negative, frightening coloring (social fears as fears from social action, from causing a loss to something, from entry into crisis, aggravation of crisis, distribution of epidemics, etc.).

E.g.,

"Passport chaos threatens to ruin the half-term getaway as overwhelmed staff struggle to issue documents in time" (Eccles, Drury, Doyle, 2014).

"Housing crisis can't be solved by tinkering with planning laws – build more social housing instead" (Richardson, 2018).

As a result of our research, it is established that impact on the mass addressee with the formation of the sensation of fear at him is carried out in tabloid media generally by manipulation of subjects of war, military operations, terrorism, external threat, violent death, accident, economic or political crises.

Stylistic manipulations with fears in tabloid media are differentiated on types of editions, characterized by lack of conceptual, thematic, stylistic unity. Accounting of real needs of the mass addressee for the frightening, terrifying information allows tabloid media to awaken, create, duplicate fears, to change high-quality differentiation of media space in the tabloid side, taking root into official, democratic and oppositional, branch, central, regional, etc. mass media. The prevalence of influence and interpretation over informing causes fear stylistics in tabloid media. The fixed, in advance set estimates and old conceptual information, factual information reduction, the variability of speech actions distinguish the media messages narrating about fears, containing and causing fear. In texts of tabloid media, the uniform media discursive strategy of intimidation for rendering influence of the addresser on the addressee by broadcasting and relaying of fears, horrors, accidents, global conflicts, wars, etc. is observed. Rapprochement of the conceptual worlds of the addresser and addressee is provided at the interpretation of fear in modern tabloid media by means of the statements, which are not modifying but changing propositions.

E.g.,

«Старикам тут не место. ... На деньги Пенсионного фонда России олигархи покупали заводы, яхты и нефтяные вышки... Большинство экспертов, обсуждающих пенсионную реформу, нагнетают истерию: – Пенсионеров становится все больше, а молодежи все меньше. На одного работника – аж три пенсионера! ... Но в этот роковой для России год к власти пришел Ельцин. И на закон «забили». Пенсии стали задерживать, а 1 января 1992 года грянула гайдаровская реформа, и сумасшедший рост цен превратил пенсии в прах. Но даже эти мизерные деньги государство месяцами не выплачивало. Куда же делись пенсионные накопления?... Ограбление продолжается... Этот крик души ярко иллюстрирует масштаб пенсионного грабежа. (Kremenczova, 2013).

«Starikam tut ne mesto. ... Na den`gi Pensionnogo fonda Rossii oligarxi pokupali zavody`, yaxty` i neftyanye vy`shki... Bol`shinstvo e`kspertov, obsuzhdayushhix pensionnyyu reformu, nagnetayut isteriyu: – Pensionerov stanovitsya vse bol`she, a molodezhi vse men`she. Na odnogo rabotnika – azh tri pensionera! ... No v e`tot rokovej dlya Rossii god k vlasti prishel El`cin. I na zakon «zabili». Pensii stali zaderzhivat`, a 1 yanvary 1992 goda gryanula gajdarovskaya reforma, i sumasshedshij rost cen prevratil pensii v prax. No dazhe e`ti mizernye den`gi gosudarstvo mesyaczami ne vy`plachivalo. Kuda zhe delis` pensionnye nakopleniya?... Ograblenie prodolzhaetsya... E`tot krik dushi yarko illyustriruet masshtab pensionnogo grabezha.

"There is no place for old men. ... On money of the Pension Fund of the Russian Federation, oligarchs bought the plants, yachts and oil derricks ... Most of the experts discussing pension reform exaggerate hysteria: – There are more persons that are retired and fewer young people. On one worker – even three pensioners! ... However, this year, fatal for Russia, Yeltsin has come to the power. Moreover, they "have ignored" the law. Pensions began to be delayed, and Gaidar's reform has burst on January 1, 1992, and mind-blowing increase in prices has turned pensions into ashes. Nevertheless, the state did not pay even this scanty money for months. What happened to pension savings?... Robbery continues ... This cry from the heart brightly illustrates the scale of a pension robbery.

Images of fear in tabloid media contain elements of esthetics of ugly with the exaggeration of events, abundance of the negative estimated nominations, raised speech aggression, implementation of binary oppositions "good" – "evil", "wealth" – "poverty", "war" – "peace", "his/her" – "stranger", etc. Tabloid media bring closer the addresser to the addressee, promote his informing through entertainment and derivation. The research of the actual material allows to say that in tabloid media texts there is a high-quality and quantitative, creative accumulation of expressional means and methods of fear expression: tropes, hints, phraseological transformations, puns, ironic parodies, nonce words, elliptic and plug-in grammatical constructions, parceling, reference point on talkativeness, borrowings from vernacular, slang, addressing on types of addresses, language game with meanings, especially in headings.

E.g.,

"Putin's Russia: Still an Empire, Still Evil" (Zigfeld, 2013).

«Кровавый поцелуй бультерьера» (Kuz'micheva, 2009).

/«Krovavy`j poceluj bul`ter`era»

/"Bloody kiss of a bull terrier"

«Апокалипсис сегодня?» (Vy`soczkaya, 2011).

/«*Apokalipsis segodnya?*»

/"*Apocalypse Today?*"

Tabloid media, applying a mixture of styles and genres, promote individualization, originality, non-standard, figurativeness of statements, conduct to the confidential relations between the addresser and the addressee, and promote achievement of the greatest influence on consciousness and subconsciousness of the addressee. At the same time, it is necessary to point out the prevalence of the rough, vulgar, negatively painted words and expressions in tabloid print and electronic media texts. In tabloid press, the aggressive and shocking style, which is shown at the realization of installation of the addresser on sensational nature of the media message that awakens active aggressive and vulgar estimation of the addressee, is cultivated. The vulgarity of maintenance of media addresser's language is not only style manner, but also a world outlook of journalists, more precisely, lack of positions when everyone and everything is derided (Solganik, 2000).

E.g., the sensational nature and scandalousness of the media messages causing the fear, frightening media shocking for drawing the attention of the addressee, his entertainment, his fascinating with use of the lexicological and phraseological means producing fear at the addressee already from heading show the following examples:

«*Самоубийство с особой жестокостью... Некоторое время назад скончался один из топ-менеджеров ВТБ. Его убили. Но сначала следствие не могло установить точно, было это убийство или самоубийство*» (Zheglov, Chajkina & Dement'eva, 2007).

/ «*Samoubijstvo s osoboj zhestokost`yu ... Nekotoroe vremya nazad skonchalsya odin iz top-menedzherov VTB. Ego ubili. No snachala sledstvie ne moglo ustanovit` tochno, by`lo e`to ubijstvo ili samoubijstvo*».

/ "*Suicide with special cruelty ... One of the top managers of VTB has some time ago died. He was killed. But at first the investigation couldn't find precisely, there was this murder or suicide*".

This media message realizes generation and distribution of fear.

Similar negative processes in language, the irrelevance of application of linguistic means are explained by competition of mass media for the addressee. Violation of ethical, moral, linguistic standards (coarsening of speech, obscene lexicon, irony, a game with meanings, etc.) in the description of tragic situations.

Conclusion

Tabloid media consider features of the behavior of the addressee depending on the created mood as he is guided by indirect information and makes impulsive decisions. E.g., the perception of the message with positive installations promotes the creation of a good mood of the addressee. For an increase in the persuasiveness of the message the addresser appeals in contrast to negative emotions, fears by application of both verbal and nonverbal means, mainly photos, and videos. The frightening, terrifying, intimidating social communication can include several interested addressers in producing and distribution of fears (Matveeva, Shlyapentox, 2000). Most often the addressee is frightened with terrible present (class dissociation, incredible social aggression, universal crash of safety, gender anomalies, religious chauvinism, etc.) and awful future (expectation of close accident, falling of exchange rate, price growth, raising the retirement age, limitation of energy resources, war, doomsday, real or virtual gender loneliness, loss of such traditional values as love, children, motherhood, family, respect for old age, etc.). Because that, according to D.B. Dondurej (1998),

has business perspectives. Promoting of fear in mass media causes instability, depression, and disorder of peoples' life that allows influencing masses effectively, to suppress them, to pursue the policy of force and fear, etc.

The analysis of the actual material shows that the tabloid media adhering to the dominating ideologies generate and extend various fears. V.I. Korobicyn and E.N. Yudina (2006) emphasize that "various "yellow" (tabloid) editions as if compete in the one who will frighten the addressee more, will tell more about the blood-stained victims of tragedies or the relatives of the victims of plane crashes writhing in hysterics" (Korobicyn, Yudina, 2006). At the same time, massive arguments and comments in one media source or in different media on one frightening or terrifying subject are capable of strengthening the emotional influence of tabloid media on the addressee.

So, in American, English and Russian tabloid media, media manipulations with fears are implemented verbally (at the lexical, grammatical levels, in stylistic aspect). Verbal and nonverbal means of media manipulation of fears enter an interaction with each other that allows the media addresser to achieve effective influence on consciousness and subconsciousness of the addressee. In the long term, it is necessary to consider nonverbal means of media influence on the addressee and correlation of verbal and nonverbal means of manipulation in the tabloid press in different linguistic cultures.

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