

DOI <https://doi.org/10.51647/kelm.2023.3.11>

## STYLISTYCZNE SPOSOBY WYRAŻANIA EMPATII W WIADOMOŚCIACH CNN

*Alona Serhiienko*

*aspirant Katedry Filologii Germańskiej*

*Sumskiego Uniwersytetu Państwowego (Sumy, Ukraina)*

*ORCID ID: 0000-0002-1805-4037*

*a.serhiienko@gf.sumdu.edu.ua*

**Adnotacja.** Ten, kto jest biegły w sztuce słowa, ma ogromny wpływ, a wynik wpływu informacji zależy od sposobu przekazywania informacji, co jest dziś istotne w ramach badań różnych paradygmatów naukowych, zwłaszcza językowych. Biorąc powyższe pod uwagę, celem wywiadu jest lingwopragmatyczne badanie politycznych tekstów informacyjnych jako formy dyskursu politycznego poprzez szczegółową analizę stylistycznych środków wyrażania empatii. Aby zrealizować cel, w pracy zastosowano kompleksową metodologię badania materiału empirycznego, która obejmuje metody współczesnej pragmatystyki, takie jak: analiza dyskursu politycznego jako całości, a konkretnie pojedynczej jednostki, analiza kontekstowa, leksykalno-semantyczny, stylistyczny, strukturalno-semantyczny i pragmatyczny rodzaje analizy. Wybór materiału empirycznego odbywał się przez próbkowanie całościowe.

**Słowa kluczowe:** dyskurs, empatia, manipulacja, wiadomości polityczne, wpływ, pragmatyka lingwistyczna.

## STYLISTIC MEANS OF EMPATHY IN CNN NEWS

*Alona Serhiienko*

*Postgraduate Student at the Department of Germanic Philology*

*Sumy State University (Sumy, Ukraine)*

*ORCID ID: 0000-0002-1805-4037*

*a.serhiienko@gf.sumdu.edu.ua*

**Abstract.** The one, who owns the word art, has the greatest influence, since the result of informational influence depends on the way information is presented, which is currently relevant within the framework of research in various scientific paradigms, in particular linguistic. In connection with the above, the goal of this study is a linguopragmatic study of political news texts as a form of political discourse through a comprehensive analysis of stylistic means of expressing empathy. To solve the formulated goal, this paper uses a comprehensive method of research that combines methods of modern pragmatystics, namely: analysis of political discourse in general, analysis of specific political texts, contextual, stylistic, pragmatic, structural-semantic, and lexical-semantic types of analysis. The continuous sampling method was used to select the material under consideration.

**Key words:** discourse, empathy, manipulation, political news, impact, linguopragmatic.

## СТИЛІСТИЧНІ ЗАСОБИ ВИРАЖЕННЯ ЕМПАТІЇ В НОВИНАХ CNN

*Альона Сергієнко*

*аспірант кафедри германської філології*

*Сумського державного університету (Суми, Україна)*

*ORCID ID: 0000-0002-1805-4037*

*a.serhiienko@gf.sumdu.edu.ua*

**Анотація.** Той, хто володіє мистецтвом слова, має величезний вплив, а результат інформаційного впливу залежить від способу подачі інформації, що є на сьогодні актуальним у рамках досліджень різних наукових парадигм, особливо лінгвістичної. З огляду на вищезазначене, метою розвідки є лінгвопрагматичне дослідження політичних новинних текстів як форми політичного дискурсу шляхом детального аналізу стилістичних засобів вираження емпатії. Для реалізації поставленої мети в роботі застосовано комплексну методіку дослідження емпіричного матеріалу, яка включає методи сучасної прагматистyki, такі як: аналіз політичного дискурсу загалом та конкретно окремої одиниці, контекстний аналіз, лексико-семантичний, стилістичний, структурно-семантичний та прагматичний види аналізу. Підбір емпіричного матеріалу відбувався шляхом суцільної вибірки.

**Ключові слова:** дискурс, емпатія, маніпуляція, політичні новини, вплив, лінгвопрагматика.

**Introduction.** The dynamic development of printing, radio, television, the emergence of new computer technologies, the globalization of the world Internet space have a huge impact on the process of information production and its distribution. The technological nature of modern media makes it possible to produce and replicate an information product on a gigantic scale, giving reason to liken this activity to mass production. Due to the new opportunities provided to mass media by the rapid development of information and communication technologies,

the quality of public language is an important factor influencing public opinion. Information is delivered to the consumer every minute, quickly, using multiple channels, so the expression “information flow” is popular. The advantages of fast and mass delivery of information are leveled by the negative impact on a person. Suggesting to the target audience certain points of view, assessments, the need to take “politically correct actions” is clearly manifested in political discourse. Thus, the participants of the political process need an emphatic influence on the average information consumer. In this regard, the information support of the event reaches an unprecedented level of significance, compared to the event itself. The goal of this study is a linguopragmatic study of political news texts as a form of political discourse through a comprehensive analysis of stylistic means of expressing empathy.

The material of the studies was the texts of political news, located on the English website of the CNN channel. The study of political discourse is of interest to many scholars; the theoretical basis of this research was the works of such linguists as Milliken J. (1999), Lakoff G. (2009), N. Tatsenko (2017), I. Butova (2009), O. Popova (2014), Y. Kornichuk (2009), M. Zaitseva (2012), N. Kondratenko (2007), O. Nefedchenko (2016) and others.

The study of political communication is interdisciplinary and is the subject of psychology, history, journalism, rhetoric, sociology, public opinion research, political marketing and advertising, etc. Nevertheless, primarily, this concept refers to the sphere of politics. Interest in the study of political discourse was the impetus for a new direction in linguistics – political linguistics.

Politics is defined as a set of some actions aimed at the distribution of power and economic resources in any country or the world between countries. This official level of politics includes the mass media, the education system and all social institutions that control the phenomena of social life. The second level of politics is personal; it represents the very way in which the first level is actualized in the individual consciousness, as it manifests itself in the personality, in the family, in people’s relationships, in professional activity, as well as in the perception of literary and art works by a person (Butova, 2009: 232). An important role in politics is played by political communication, rhetorical techniques and manipulative strategies, methods of interaction with the audience, which are used by politicians. This means that the language, used by a politician, plays a significant role. Political language is a resource open to all members of the language community, it is associated with the specific use of the nationwide language as a means of persuasion and control, and it is a language used with a manipulative purpose (McQuail’s, 2010).

At present, the development of television and the Internet has led to an increase in the role of the media in politics, since information can be distributed over long distances and reach a wide audience. Radio, television and the Internet connect us with politicians, allowing us to watch and hear their speeches in real time. Now almost every political figure has his own website on the Internet, which indicates the importance of the Internet as a modern mass media. Political communication is communication that is organized by the state to influence public opinion, for this, manipulation techniques, various strategies and tactics can be used to influence the audience. A great role is given to the mass media, the development of which gave impetus to a wide research of the phenomenon of political communication.

The role of mass media in politics varies depending on the types of political messages. The media play different roles in politics when they present independent political commentary and when media are a platform for various political figures, when they directly address the audience with political advertisements or free up airtime for political speeches and events (Milliken, 1999).

The media can also notify the public’s views on political leaders. They broadcast information from the government to the public and from the public to the government. Much of what politicians know about public opinion is learned through the media. The power of the media lies in the fact that they select and shape political discourse.

Politicians are less likely to communicate directly with the population, speaking in halls and squares, and more often, they do this through the media. Mass media discourse is the main channel for the implementation of political communication in the modern era.

With the proliferation of the latest digital technologies and new media platforms, Internet users are increasingly adopting new approaches to finding, evaluating, selecting, distributing, creating and responding to news messages. A modern person today has a unique opportunity not only to receive daily portions of news in accordance with their own thematic requests, but also to turn to an information flow or a specific agenda online every minute and respond to it interactively. Hypertextuality and multimedia of social Internet media allows for the creation of a multidimensional information picture, which permits the construction of meaning in news discourse not only at the linguistic level, but also with the involvement of new semantic modalities (for example, ideological, social, feminist) . In order to provide a variety of semantic levels and formats, to make news content the most attractive and convey it with the greatest effect – empathy, the Internet media today is replete with sounds, colors, images, and videos (Kozak, 2012: 70).

The formation of a single information space has led to the emergence of new means of communication. One of the main units of the media flow of the late 20th and early 21st centuries is a media text. Media texts are created in order to draw the reader’s attention to the topic under discussion, to interest the reader in the proposed information using various means, to influence the recipient’s perception of the reported information. Also, to focus the recipient’s attention on certain aspects of the described problem or on the interpretation of the event, to create/maintain a certain image of a single and/ or the collective subject reported in the publication, as well as maintain the recipient’s sustained attention to the publication. This is facilitated, as pragmalingual analysis proves, by linguistic stylistic means of expressing empathy, in particular in political news.

The main principle of a political media text is effective influence on the recipient. This is accompanied by a number of additional intentions: to make the referent interesting for listeners, to interpret the referent in a certain way,

to keep the proposed concept in the mind of the listener, to achieve an irrational perception of information, and to change the stereotype of the addressee. This is mainly realized through the use of linguistic means, in particular stylistic ones, which affect the emotional perception of the message. Democratic political discourse is characterized by informativeness, rationality, logic of argumentation, clarity, dialogicity and, in particular, empathy.

Stylistic means are traditionally considered a part of the literary text, which is inherently expressive, like any work of art. Political news as a type of journalistic genre can be no less vivid and stylistically rich than a literary text. In political news, the study revealed the use of various stylistic devices that increase the potential of their influence, including the manipulative factor. Note that political news, like literary works, can be distinguished by a high degree of empathy, that is, a special emotional expressiveness (Tatsenko, 2017: 156). The dynamic nature of empathy is consistently manifested in the phases of emphatic understanding, emphatic expression and emphatic communication (Nefedchenko, 2016: 48).

According to N. Ivanotchak, the emphatic component is the result of displaying emotions in the process of their verbalization and semantization, which serves for the individual expression of emotional assessment of objects in the world (Ivanotchak, 2016: 70). Political communication is always characterized by individuality. Formally, the “sender” of the text is a journalist, political analyst or commentator, employee of an institution, etc. However, in fact, any of the above specialists correlates their point of view with the position of existing political forces, thereby expressing their will, supporting their interests and strengthening their influence. In fact, behind the author of a political commentary is another actant of action, that is, the author of the comment is a communicative mediator. Journalists, who take ultimate responsibility for the political content of the news, perform this role in the mass media: a journalist – a sender of a political message – performs the dual function of a political force and a communicative mediator.

The authorship of a journalistic text, as well as a literary one, implies the presence of a bright linguistic personality. As a rule, this person has public authority and can be either a public person who does not possess highly specialized knowledge, or a recognized expert in a certain field. A linguistic personality has its own well-known presentation style and usually voices a point of view using facts, arguments, counterarguments, statistical and sociological data. The journalistic text is most clearly manifested within the framework of the stylistic means used, and even in the presence of a bright linguistic personality. Like any evaluative statement, a political text appeals both to the mind and to the feelings; this requires emotionally colored elements of the language, both lexical and structural.

**Results of the research.** The most significant means of pragmatic focusing of the image of the enemy in the content of news messages is, first of all, the concentrated use of lexical units with a sharply negative connotation, realizing the meanings of “evil”, “toughness”, “aggressiveness”. A feature of the actualization of political news is the direct identification of the “enemy” with the threat. For example, the threat is presented through the regime of Adolf Hitler and its comparison with Putin’s regime, where both leaders appear as “embodiment of evil”:

*It is evident that Putin’s approach to maintaining power bears significant resemblance to Hitler’s approach in the 1930s. Putin’s power consolidation actions, both as president and prime minister, his approach to education, support for youth groups, and promotion of both “Russia for Russians” and anti-Westernism have succeeded in inspiring the majority of Russians to endorse his fascist and revanchist policies. Like Hitler before him, Putin owes a great deal to the dysfunctional Russian government and its flawed constitution for his rise to and sustainment of his position of power (CNN).*

Russian President Volodymyr Putin appears as such an “embodiment of evil” in the war against Ukraine: *Yet Putin is committing some of the same blunders that doomed Germany’s 1941 invasion of the USSR – while using “Hitler-like tricks and tactics” to justify his brutality, military historians and scholars say (CNN).* Lexical units *Hitler’s approach, like Hitler before him, to justify his brutality, Hitler’s Third Reich, Hitler-like tricks and tactics* have a sharp negative connotation. In addition, news articles often mention the regimes of Stalin and Putin and compare them to Ukrainian President Volodymyr Zelensky as antipodes. For instance:

*One year ago, Stalin’s heir in the Kremlin, Russian President Vladimir Putin, launched an army — one that he likely thought was invincible — into Ukraine, aiming to quickly decapitate its leadership and seize Kyiv. His hopes were frustrated by Ukraine’s spirited defense under President Volodymyr Zelensky, and the two nations continue to be locked in a savage conflict.*

In the following example, lexis with a negative connotation is used to describe Putin: a sociopath, a psychopath with sadistic traits: *“Putin is a psychopath with sadistic traits; he is triggered by weakness”: Neuroscientist James Fallon on how the West can avert nuclear war. Putin, like Hitler, came out of the closet. And he’s really acting more like the psychopath certainly, as opposed to the sociopath or someone who’s just negatively quirky.*

In contrast to this, Zelensky appears as a fighter for the freedom and independence of Ukraine, which corresponds to lexis with a positive connotation: *Zelensky has good reason to trust his powers of persuasion, and by now the US has also learned that Zelensky can be a very convincing advocate for his country.*

The means of semantic hyperbolization of negative description and evaluation of events in the news (*leveled cities, displaced millions of desperate civilians, rape women, targeting children, starved to death*), comparison of the head of Russia with the brutal tyrant Hitler, use of comparative constructions. When the subject of comparison is a generally accepted bearer of evil (Hitler), is used to discredit the object and increase the influence on the addressee, with an increase in the degree of aggression and the cultivation of fears in society.

Despite the difficult situation at the front, the overwhelming and sometimes offensive forces of the enemy in this direction, in every evening speech, the President of Ukraine notes that Ukraine will return all its territories, these

territories will be Ukrainian again. As an example: *“Ukraine will win back its land”* (CNN). Currently, the popular narrative *“will win back”* has a significant emphatic impact on every Ukrainian, because we see that the struggle continues and the defenders of Ukraine will return the territories back. Note that such a common stylistic device as metaphor also represents the emphatic aspect of the lexical composition of political news discourse. Metaphorical comparisons are one of the most striking phenomena of expressive means of language. In political discourse, metaphor is used to form a linguistic picture of the world, which is formed as a result of cognitive manipulation of existing meanings in the language in order to create new concepts. A political metaphor is a way to optimize the interactivity of communicants, a means of communicative influence, with the aim of forming in the recipient (most frequently in society in general) either a positive or a negative opinion about a particular political unit (politics, party, program, event, etc.) (Popova, 2014). For example: *Ukraine has neither confirmed nor denied responsibility for the blasts, in keeping with Kyiv’s policy of official silence around attacks inside Russia or in Russian-occupied Crimea. However, in an apparent reference to the strikes, an aide to President Volodymyr Zelensky tweeted cryptically that “if something is launched into other countries’ airspace, sooner or later unknown flying objects will return to departure point.”* (CNN).

The metaphor *“unknown flying objects”* used in this example carries almost the most important pragmatic load of the whole statement, which consists in demonstrating the strength and readiness for decisive actions to protect the territorial integrity of Ukraine. The image of a UFO is intended to give greater significance and pathos to the statement, like a mockery of the aggressor. The pragmatic impact is reinforced by the phrase *“sooner or later”* that is translated into Ukrainian as *“рано чи пізно”*.

Currently, the texts of news reports often use the *“cold war”* metaphor known from the middle of the last century: *Why the Chinese balloon crisis could be a defining moment in the new Cold War* (CNN). The pragmatic potential of the *“cold war”* metaphor in this case is in today’s realities. In the recipient’s mind, due to historical memory, the thought of equating two periods – the middle of the 20th century and our time – emerges, which prompts it for further mental analysis. In addition, the adjective *“cold”* itself carries a negative connotation: subconsciously, the recipient associates the semantics of *“cold”* in the *“Cold War”* metaphor with bad weather, dampness, something unpleasant, and even death. The metaphor *“Cold War”* describes a historical fact – a period of confrontation between two superpowers, so it is understood that the state of the Cold War is not correct, usual and generally normal. Even if the recipient is not knowledgeable about this historical period, the *“Cold War”* metaphor will achieve its purpose in the minds of the audience:

*But top Putin allies say the tens of billions of dollars’ worth of U.S. and European military assistance to Ukraine shows that Russia is now in a confrontation with NATO itself – the Cold War nightmare of both Soviet and Western leaders* (CNN).

Metonymy is a stylistic device, which is not inferior to metaphor in terms of its popularity in news texts. In most cases, this stylistic mean carries a double load: on the one hand, it helps to avoid tautology, simplify, shorten the speech construction, saving space in newspapers, magazines and other publications, and on the other hand, it enhances the stylistic and pragmatic function of the utterance. For instance:

*Ukraine is fighting against a Russia that has been a pernicious, destabilizing force on the global stage. The West is trying to calibrate its support, but the result of the Ramstein meeting was disappointing for Kyiv and for those who believe Russia must be defeated.*

In this example, the West is used as the general name of the friendly countries, Kyiv as the general name of the leadership of Ukraine. In addition, the phrase *“Ukraine is fighting against a Russia that has been a pernicious, destabilizing force on the global stage”* forms in the recipient’s mind the image of a struggle between two elements – good and evil, where the first is impartial, pure and mutilated, supported by the prevailing world order, and the latter is devastating, limited and selfish. The image of Ukraine appears as the arena of this duel. In this way, an associative series is fixed, which correlates not just with toponyms, but also with events associated not with an individual politician, but with an entire country or even a number of countries as a whole.

In the texts of political news, which is the object of study in the work, metonymy is used as a nomination-association, as an implication of some event, phenomenon, etc., which has considerable political historical significance, more often with a bright positive or negative connotation, as a tool for glorifying or devaluation of certain phenomena (people, countries, organizations, etc.). For instance:

*Some, in fact, argue that the World War II experience bestows Germany with a unique moral responsibility to provide Kyiv what it needs. (When the Nazis invaded the Soviet Union, by the way, they invaded Ukraine, one of its republics.).*

Not only lexis, but also syntax can express empathy. A passive construction in English mass media discourse has great potential for expressing empathy, when the verb is in the passive state without indicating the agent of action (person/group of persons/organization), which is the source of information (Zhuk, 2020: 7). This construct property can be used to create any news message. Here is an example:

*By the time Ukrainian troops withdrew from the area, the airport had sustained so much damage it was not possible for Russia to use it to resupply. The world’s largest plane, the Antonov An-225, was destroyed during the battle* (CNN).

The choice of linguistic construction method of reality, such as the replacement of active verbs with passive ones, in English news texts allows us to present a picture of an event from the point of view of certain ideologically conditioned interpretations. Deauthorized utterances are widely used, forming a so-called *“unbiased”* point of view

that hides the partisanship of intentionality behind the facade of “eventfulness and factuality” of the political discourse proposal (Lakoff, 2009).

The presence of indefinite personal sentences with generalized semantics increase the uncertainty degree of the subject of information and indicate the journalist’s unwillingness to voice the source of the message. The ability to bypass the indication of the source of knowledge is an effective discursive way of introducing unreliable, false information into the mass consciousness. It is necessary to consider the use of such syntactic means as parcellation, parallelism, interjectional constructions, which highlight key words in the statement and force the reader to draw attention to them. Here is an example of using parcellation:

*The death toll from a Russian missile strike on an apartment building in Uman has increased to at least 23. Includes four children.*

Here is an example of using anaphoric repetitions:

*This battle is not only for the territory, for this or another part of Europe. The battle is not only for life, freedom and security of Ukrainians or any other nation which Russia attempts to conquer. This battle will define in what world our children and grandchildren will live, and then their children and grandchildren.*

This example is interesting because the sentence essentially functions as an evidential marker expressed by a deauthorized statement. To strengthen the linguistic impact, the author uses the technique of anaphoric repetition. Here is an example of using syntactic parallelism:

*Nobody paid much attention as Russia, which many had hoped would become a Western-oriented, liberalizing state, turned into something quite different. Or perhaps I should put it more strongly. Nobody in Western politics paid much attention, but many others in the West were eager to aid that transformation (CNN).*

In the example, with the help of the marker of direct evidentiality, expressed by a modal phrase with a subject in the 1-st person and the verb *should put it*, strengthened by the adverb *more strongly* and the adverb *perhaps*, confidence in the expressed information is demonstrated. In other words, the author draws a conclusion with a degree of confidence that approaches categorical certainty.

In the title of the article – *Who are these Russians?* – the author uses a rhetorical question, the pragmatic purpose of which is to form a certain opinion of the addressee about the object. As it is known, a rhetorical question does not imply an answer and is asked in order to attract attention, strengthen impressions, and raise the emotional tone.

The effect of attracting attention also arises because of the author’s subjective presentation of information, which leads to the modalization of the entire text. The answer is implicitly given by the journalist himself in the text of the article and expresses his own attitude to the question. Thus, the idea of the article is perceived by the reader twice: first through the title, then after reading the entire text. It can be assumed that the correlation of such a title with the text of a newspaper/magazine article increases the effectiveness and argumentation of the entire text. The author of this article presents arguments that lead the reader to draw a negative conclusion. The use of the deictic sign *these* in the title of the article – *Who are these Russians?* – has a negative character.

**Conclusions.** Thus, mass media play a key role in how political news information will be perceived and what effect it will have on its consumer. To do this, journalists – authors of on-line publications and scriptwriters of television programs – resort to various linguistic means and stylistic devices that contribute to both explanatory and implicit pragmatics of political news. In political news, various stylistic techniques are used, which increase the potential of their influence, including the manipulative factor, the implementation of which in the texts of political news, as well as in literary is facilitated by lingual means of emotional expressiveness. They perform a special emphatic function of influence, appealing to the most secret thoughts and feelings of recipients and facilitating their manipulation.

As the empirical part of our study proves, stylistic figures associated with a deviation from certain communicative and logical norms of language and speech to enhance figurativeness and expressiveness are actively used as linguopragmatic means in political media text. In the texts of political news, they are often used as syntactic stylistic figures – from standard passive constructions, which reduce the degree of responsibility of the author of the message, to the modalization of certain information due to more complex syntactic implications; as well as the lexical means of stylistic empathy – from minor connotation to profound metaphorization. The presence of stylistic figures rare for texts of political messages, in particular, antithesis, paranomasia, amplification, periphrasis, oxymoron, euphemisms, antonomasia, allegory, hyperbole, litota, synecdoche, irony, sarcasm, etc., which reduce the level of general availability of information, but are still inherent in some news publications for the sake of eloquence, is the perspective of our studies.

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