SUGGESTION AS A DOMAIN OF MILITARY DISCOURSE (BASED ON MATERIALS FROM THE SPEECHES OF WORLD LEADERS)

СУГЕСТІЯ ЯК ДОМЕН ВОЄННОГО ДИСКУРСУ (НА ОСНОВІ МАТЕРІАЛІВ ПРОМОВ СВІТОВИХ ЛІДЕРІВ)

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The article is devoted to the analysis of the phenomenon of suggestion in the context of military discourse, in particular through the prism of expressive and emotional stylistic means in the speeches of world leaders. The aim of the work is to identify communicative markers that reflect the perception of reality and influence the formation of the audience's world-view. The study focuses on how the language means used by leaders during military conflicts contribute to the mobilization of the population, the formation of patriotic sentiments and the legitimization of political decisions.

The relevance of this topic is due to the importance of military discourse as a special type of communication focused on the operational transmission of information using emotionally charged expressions. Language in wartime serves as a tool for influencing mass consciousness through metaphors, rhetorical questions, repetitions and symbols that create the image of the enemy and strengthen the cohesion of the nation. These language means have a significant impact on the formation of the national spirit and the moral superiority of one of the parties to the conflict.

The scientific novelty of the study lies in the first-ever analysis of communicative markers of suggestion in the speeches of such famous leaders as Winston Churchill and Adolf Hitler. The work determines the communicative-pragmatic features of the semantics of these stylistic means, focusing on their ability to influence mass consciousness and legitimize political actions in wartime. The analysis of linguistic means used by leaders during wartime allows us to find out how linguistic suggestion becomes a tool for manipulating public opinion. The speeches of military leaders are examples of how language can become a powerful tool for mobilizing society and supporting the actions of governments in wartime. The work also makes it possible to create a new paradigm of functional manifestations of expressive stylistic means in military discourse, which contribute to the formation of a negative image of the enemy and patriotic spirit among the population.

Key words: suggestion, military discourse, expressiveness, emotionality, expressive linguistic stylistic means.

Стаття присвячена аналізу феномену сугестії в контексті воєнного дискурсу, зокрема через призму експресивних та емотивних стилістичних засобів у промовах світових лідерів. Метою роботи є виявлення комунікативних маркерів, що відображають сприйняття реальності та впливають на формування світогляду аудиторії. Дослідження фокусується на тому, як мовні засоби, що використовуються лідерами під час воєнних конфліктів, сприяють мобілізації населення, формуванню патріотичних настроїв і легітимізації політичних рішень.

Актуальність цієї теми обумовлена значенням воєнного дискурсу як особливого виду комунікації, орієнтованого на оперативне передавання інформації з використанням емоційно насичених виразів. Мова в умовах війни служить інструментом впливу на масову свідомість через метафори, риторичні питання, повтори та символи, які створюють образ ворога і зміцнюють згуртованість нації. Ці мовні засоби мають суттєвий вплив на формування національного духу та моральної переваги однієї зі сторін конфлікту.

Наукова новизна дослідження полягає у вперше здійсненому аналізі комунікативних маркерів сугестії в промовах таких відомих лідерів, як Вінстон Черчиль та Адольф Гітлер. Праця визначає комунікативно-прагматичні риси семантики цих стилістичних засобів, акцентуючи увагу на їхній здатності впливати на масову свідомість і легітимізувати політичні дії в умовах війни.

Аналіз мовних засобів, що використовуються лідерами під час війни, дозволяє з'ясувати, як мовна сугестія стає інструментом маніпулювання громадською думкою. Промови воєнних лідерів є прикладами того, як мова може стати потужним засобом для мобілізації суспільства і підтримки дій урядів в умовах воєнного часу. Робота також дає можливість створити нову парадигму функціональних маніфестацій експресивних стилістичних засобів у воєнному дискурсі, що сприяють формуванню негативного образу ворога та патріотичного духу серед населення.

Ключові слова: навіювання, військовий дискурс, експресивність, емоційність, експресивні мовностилістичні засоби.

Problem statement. The work is devoted to the analysis of expressive stylistic devices in the speeches of world leaders during the war. The relevance of the study is determined by the interest of modern linguistic studies in identifying the communicative intentions of text interlocutors, aimed at understanding the world perception of the textual space of speeches, as well as in determining the degree of their influence

on the formation of the world picture from the standpoint of the functional paradigm of linguistic studies. The relevance of the analysis is reinforced by the actualization of the forms of stylistic devices revealed by a diverse spectrum of speech acts in the text space of the discourse represented by the texts of V. Churchill and A. Hitler.

Analysis of recent sources. The study of military discourse has become a relevant direction in linguistics, and recently the studies of cognitive linguistics and discourse studies, which investigate a considerable number of aspects of communication, and also create a linguistic emphasis on the study of discourse, have gained significant importance communicative-pragmatic and communicative-discursive approaches, the direction of which is the linguistic phenomenon of suggestion. The military discourse was and continues to be in the field of interest of such scientists as K. Mackinnon [1, pp. 121–145], J. Lakoff [2, pp. 56–79], S. Hodkinson [3, pp. 88–110], T. Van Duke [4, pp. 173–196], M. Fulder [5, p. 45–65], and others. They approach the study of military discourse from different perspectives, which reflects the multifacetedness of this topic and reveals new perspectives of this type of discourse from the perspective of how language can shape (and shapes) ideas about war and conflicts (suggestive aspect). Researchers distinguish the following features of suggestion in military discourse: emotional content, repetition, creation of an image of the enemy, use of hyperbole and metaphor, appeal to historical memory, etc.

Highlighting previously unresolved parts of the overall problem. The scientific novelty of the study lies in the fact that, for the first time in modern linguistics, a versatile and multifaceted description of communicative markers of expressive stylistic tools based on the methodological foundations of linguculturalology, linguopoetics, and pragmanaratology is presented in a scientific work based on the material of the speeches of world leaders. The communicative and pragmatic features of the semantics of stylistic devices in the speeches of world leaders are clarified and described.

Purposes of the article. The purpose of the work is to analyze the phenomenon of suggestion in the field of military discourse based on the material of speeches of world leaders, taking into account its above-mentioned features by determining the role and place of military discourse in the process of presenting information (impact on the recipient) and determining the role and place of suggestion in military discourse.

Presentation of the main material. Military discourse is a set of linguistic works created within the military sphere of communication, which is regulated by certain rules, traditions and experience and is reflected in the choice of language means. The specificity of military discourse lies in its brevity, brevity and precision, which distinguishes it from other types of discourse.

An important component of military discourse is suggestion – a psychological process by which one idea or image involuntarily forces another to accept an opinion or perform an action, because it provides an emotional and ideological impact on the audience, directing its perception of events and behavior. Thanks to the use of strong metaphors, symbols, rhetorical questions and repetitions, war speeches create an atmosphere of mobilization, strengthen feelings of patriotism and cohesion. In the context of a military confrontation, suggestion also contributes to the legitimization of the state's actions and creates a perception of the moral superiority of one side over the other.

Emotionality in the speeches of military leaders was and remains an important element of their propaganda, serving as a tool for influencing mass consciousness. In their speeches, leaders appeal to people's feelings and emotions to raise morale, mobilize society for struggle, and create an atmosphere of resilience and hope. Their speeches promote unity and self-sacrifice, helping to rally the people in the face of threat.

Military discourse is a specific cognitive-communicative system that functions within the framework of military activities. It is a system of concepts that reflect ideas about real and imaginary objects, phenomena and their interactions in the context of military operations [6, p. 21]. Such a system includes both rational and emotional assessments of situations and events related to war, and serves as the basis for communication between members of the military community, as well as between the military and the outside world in various circumstances. Military discourse is based on terms and their variants, including unofficial doublets, such as professionalisms, jargonisms and "relators", which reflect specific semantic and formal relationships in texts and language structures used in this context.

Emotionality and expressiveness are key categories that determine the features of military discourse. Their use allows you to emphasize the emotional richness and impact of statements, which is especially important in communication during conflicts or military operations.

Emotionality characterizes the sensitivity of an individual to emotional situations that can cause

emotions. Expressiveness provides expressiveness and intensification of the emotional impact of statements.

Speech influence is implemented through one of two main types – persuasion, which appeals to the consciousness of the object of influence through appeal to its own critical judgment, and suggestion (suggestion), which is aimed at the subconscious of the recipient, his subconscious, emotional-sensory sphere; the influence on the mind, will, behavior is indirect; the control-regulatory function of consciousness is weakened, consciousness and criticality of perception of the suggested content are reduced, active understanding, detailed logical analysis, rational assessment are disabled. The main components of such influence are psychological and linguistic techniques: the ontology of speech influence is associated with "the conditionality of speech communication of influence by the mental structures of communicants (motives, attitudes, values, etc.), which are outside the boundaries of speech communication itself" [7, p. 211].

The word is the main means of suggestive influence: "since the influence (suggestive) refers primarily to verbal influence on a person, which is perceived without critical assessment, that is, hidden verbal influence, in such a context it seems quite natural to conclude about the initially suggestive nature of language" [7, p. 212].

The term "suggestion" is used in a context where there is a hidden purposeful verbal influence on the consciousness and behavior of a person, which is carried out in the form of an order, advice, proposal, order, guidance, command, mainly with the aim of inducing certain actions or even imposing someone else's will, manipulation. Suggestion is designed to influence the vulnerable and emotional state of the addressee, is an imperative method that is successfully used in this type of discourse, the purpose of which is to exert a manipulative influence on the recipient / group of recipients [7, p. 230].

During suggestion, verbal (verbal) and non-verbal (non-verbal, extra-verbal) factors act together, with the second group being auxiliary to the first. Thus, language as a whole is a suggestive system, all its components are potentially suggestive (during suggestive influence, the motivating function of language comes to the fore). However, it is obvious that it is suggestive linguistics (linguistic suggestology, linguistics of suggestion; SL) that brings to the fore the intention of the text producer to project an effective influence on the recipient (both in universal and individual manifestations).

Thus, from the point of view of language, suggestiveness in any aspect of its functioning/

application changes the recipient's model of the world, introducing new data and/or changing the previously formed attitudes. "The language field as a field of multiplicity of mutual influences and suggestions – such is the picture of language that suggestive linguistics depicts" [8, p. 3]. In addition, the literature repeatedly postulates ethnospecific features of suggestion (as well as ethnospecific features of the picture of the world). This can be explained by the following causal scheme: different languages – different methods of structuring reality – different worldview – ethnic specificity of suggestion (with all its strategies/methods/techniques).

Emotionality in the speeches of military leaders was and remains an important element of their propaganda, serving as a tool for influencing mass consciousness. In their speeches, leaders appeal to the feelings and emotions of people in order to raise morale, mobilize society for struggle and create an atmosphere of resilience and hope. Their speeches promote unity and self-sacrifice, helping to unite the people in the face of threat. For example, in his speech *"Never give in, never, never, never"*, delivered in 1941, W. Churchill said:

"But for everyone, surely, what we have gone through in this period – I am addressing myself to the School – surely from this period of ten months this is the lesson: never give in, never give in, never, never, never, never-in nothing, great or small, large or petty – never give in except to convictions of honour and good sense. Never yield to force; never yield to the apparently overwhelming might of the enemy. We stood all alone a year ago, and to many countries it seemed that our account was closed, we were finished. All this tradition of ours, our songs, our School history, this part of the history of this country, were gone and finished and liquidated." [9].

In the contextual fragment, we can observe the phenomenon of suggestion through repetition. The phrase "*never give in, never give in, never, never, never, never*" demonstrates emotional emphasis and reinforces the main idea of the speech. The repetition of these words adds rhythm and emphasizes the importance of the message. The key emphasis creates a clear emotional message, which forms the idea of steadfastness as a basic virtue. W. Churchill also actively uses antitheses (great or small, large or petty) to create emotional emphasis and strengthen the content of the statement. Addressing the audience through the phrase "*I am addressing myself to the School*" makes the speech personal and focused on personal aspects, creating a sense of direct dialogue with the audience. Another technique that can be distinguished in the context of this speech is the

so-called "rule of three". This stylistic technique is effective, because the human brain better perceives information presented in threes, due to its simplicity, rhythm and completeness. The use of constructions such as "*never-in nothing*", although not in accordance with standard English grammar, can be used to create a unique style or rhythm that enhances the overall message, forming a dramatic effect. The phrase "*our account was closed*" is a metaphor that conveys the idea that people have already accepted the defeat of Great Britain in the war with Nazi Germany and stated the end of the existence of Great Britain as a single state. With the statement "*to many countries it seemed that our account was closed, we were finished*" W. Churchill levels the generally accepted dogmas of countries that have fallen to their knees before the threat and glorifies British society in its struggle, emphasizing the strength and resilience of the nation.

A. Hitler, in his turn, skillfully used emotional manipulation to achieve total control over society. He appealed to fear, hatred, and nationalist feelings, creating hostile images and justifying aggression. His emotional rhetoric served as a powerful means of propaganda, directing the crowd to fanatical support for Nazi ideology.

In his famous "*Appeal to the Nation*" speech on July 15, 1932, which was intended to strengthen the NSDAP's position before the elections, Adolf Hitler stated the following:

"The Almighty, Who has allowed us in the past to rise from seven men to thirteen million in thirteen years, will further allow these thirteen million to once become a German Volk. It is in this Volk that we believe, for this Volk we fight; and if necessary, it is to this Volk that we are willing, as the thousands of comrades before us, to commit ourselves body and soul.

If the nation does its duty, then the day will come which restores to us: one Reich in honor and freedom–work and bread!" [10].

In this speech, Adolf Hitler used a religious appeal. The reference to "*The Almighty*" adds a sacred character to the speech, creating the impression that the people's actions are supported by higher powers. This gives the text moral authority and emphasizes the fateful moment. The expansion of the number of followers from "*seven people to thirteen million in thirteen years*" is a hyperbole that emphasizes the strength and speed of the movement's growth, demonstrating its majesty and divine support. The repetition of the key phrase (anaphora) "*for this Volk*" in the sentences "*it is in this Volk that we believe, for this Volk we fight*" creates rhythm and emphasizes the national idea that is the central theme of the text.

Adolf Hitler also used parallelism. The similarity in the structure of phrases such as "*for this Volk we fight; and if necessary, it is to this Volk that we are willing, as the thousands of comrades before us, to commit ourselves body and soul,*" creates a rhythmic effect, enhances persuasiveness and facilitates perception. The phrase "*then the day will come which restores to us: one Reich in honor and freedom–work and bread!*" is a rhetorical promise – an expression of prophetic faith in a united and prosperous nation. This creates an emotional charge and emphasizes the inevitability of achieving the goal. The use of allusion in the mention of "*thousands of comrades before us*" appeals to the heroic past, arousing pride in previous generations and calling for imitating their example, and the phrase "*commit ourselves body and soul*" is a metaphor for complete devotion to an idea, emphasizing the sacrifice of individual interests for the sake of the national community.

It is worth adding that the famous phrase "*Arbeit macht frei*" ("Work makes you free"), which was used as an inscription at the entrance to many Nazi concentration camps, and the expression "*If the nation does its duty, then the day will come which restores to us: one Reich in honor and freedom – work and bread!*", have significant conceptual overlaps. In particular, both phrases use work as a symbol or promise: in the quote about the "*Reich*" work is associated with the restoration of honor, freedom and well-being. The inscription "*Arbeit macht frei*" promised a false prospect of freedom through work, although in the context of the concentration camps this was a cruel irony, since work there served as a form of exploitation and destruction [11, p. 9].

Conclusions, prospects for further exploration. Suggestion in military discourse is a key mechanism for influencing the audience, in particular through the activation of emotional and expressive linguistic and stylistic means. The analysis showed that such means contribute to the mobilization of the public, the legitimization of military actions and the formation of public opinion in a direction favorable to the speaker. The features of suggestive influence are manifested in the use of vivid metaphors, the rule of three, rhetorical questions, repetitions, polarization of concepts ("one's own" versus "others'"), as well as appeals to historical memory and symbolic meaning.

A study of Winston Churchill's speeches revealed the dominance of mobilization and rallying strategies. The use of expressions such as "victory at all costs" is an example of effective emotionality and hyperbolization, which creates an atmosphere of urgency and urgency of action. An analysis of Adolf Hitler's speeches showed the widespread use of polarization, appeals

to historical greatness and the creation of an image of the enemy as absolute evil. This was reinforced by the rhythmic structure of the statements, which had an additional suggestive effect.

The analysis confirmed that suggestion is an integral part of military discourse, which provides an impact on the emotional, cognitive and behavioral spheres of the audience. Its effectiveness largely depends on the skillful use of linguistic and stylistic means adapted to the cultural and historical context.

The study also showed that an important role in the suggestive aspect of military discourse is played by the pragmatic context. Leaders create a sense of urgency and mobilize listeners to action through references to common values and historical heritage.

Thus, the analysis of the phenomenon of suggestion in military discourse indicates the versatility and effectiveness of the use of linguistic and stylistic means to achieve strategic communicative goals. This study is an important step in understanding how language media influence the consciousness and behavior of the audience, which is of importance for linguistics, sociology, and communication sciences. The results of the work may be useful for further research in the field of political rhetoric, media communications, and intercultural communication.

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