
СУГЕСТИВНА ЛІНГВІСТИКА

КОМУНІКАТИВНА ЛІНГВІСТИКА

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SUGGESTIVE LINGUISTICS: SPECIFICITY AND CORE METHODS

The article **aims at** highlighting the specificity of Suggestive Linguistics as a modern and highly demanded science that studies the influential, suggestive function of communication. The aim is achieved via detailing the tasks of specification of the main provisions of Suggestive Linguistics and the main technologies and methods used within its framework, which are presented in order to emphasize the importance of further studies within the aforementioned field of knowledge, since it is directed mainly onto the implementation of the predictedable impact on the interlocutor/audience due to the specificity of linguistic construction. The basic rules, namely the postulates of Suggestive Linguistics are thoroughly interpreted, since they fully characterize the basic grounds of the science, its main rules, i.e. «language as a whole can be considered as a suggestive phenomenon, therefore the main attention is paid to the communicative-voluntative (suggestive) function of language», «Suggestive Linguistics is dynamic in terms of its research subject», «linguistic suggestion is probabilistic in nature, aimed at overcoming the norms present in each synchronous slice of the language», «any suggestive components have a symbolic two-sided character, that is, they constitute the unity of form and content» and other ones. Sufficient methods of influence utilized within the network of Suggestive Linguistics, including individual and group methods of hypnosis, verbal mythologizing of the personality, methods of automythologizing, phonosemantic suggestive analysis and construction are briefly characterized. Thus, it is proved that the novelty and creativity of Suggestive Linguistics, as well as its

focus on the study of both the verbal and non-verbal side of suggestion, make this science the most relevant for the study of any suggestive contexts

Key words: Suggestive Linguistics, influence, verbal influence, suggestive function, hypnosis, automythologizing, suggestive analysis.

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СУГЕСТИВНА ЛІНГВІСТИКА: СПЕЦИФІКА ТА БАЗОВІ МЕТОДИ

Стаття має на меті висвітлити специфіку сугестивної лінгвістики як сучасної та максимально затребуваної науки, що вивчає впливову, сугестивну функцію комунікації. **Мета досягається шляхом** деталізації завдань конкретизації основних положень сугестивної лінгвістики та базових технологій і методів, які використовуються в її рамках. Їх представлено з метою увиразнення важливості подальших досліджень у зазначеній галузі знань, оскільки вона скерована переважно на реалізацію передбачуваного впливу на співрозмовника/аудиторію через специфіку мовної конструкції. Базові правила, а саме постулати сугестивної лінгвістики ґрунтовно інтерпретовано, оскільки вони повною мірою характеризують основні підстави науки, її найважливіші правила. Найважливішими із них є такі: «мову в цілому можна розглядати як сугестивний феномен, тому основна увага приділяється комунікативно-волюнтативній (сугестивній) функції мови», «сугестивна лінгвістика динамічна за предметом дослідження», «мовна сугестія має ймовірнісний характер, спрямований на подолання норм, наявних у кожному синхронному зрізі мови», «будь-які сугестивні компоненти мають символічний двобічний характер, тобто складають єдність форми і змісту» та ін. Коротко охарактеризовано найважливіші із методів впливу, які використовуються в межах сугестивної лінгвістики, зокрема індивідуальні та групові методи гіпнозу, вербальну міфологізацію особистості, методи автотіфологізації, фоносемантичного сугестивного аналізу та конструювання. Таким чином доведено, що новизна та креативність сугестивної лінгвістики, а також її спрямованість на вивчення як вербальної, так і невербальної сторони сугестії роблять цю науку найбільш актуальною для вивчення будь-яких сугестивних контекстів.

Ключові слова: сугестивна лінгвістика, вплив, вербальний вплив, сугестивна функція, гіпноз, автоматіфологізація, сугестивний аналіз.

Formulation of a scientific problem and its relevance

At the time being, most scientists (see works by R. Dilts, A. Zahnitko, V. Rizun, G. Pocheptsov, Y. Radevych-Vinnytsky, O. Selivanova, N. Kutuza, A. Kovalevska, I. Lakomska, Y. Stankevich, M. Stolyar, A. Scherbak and others) consider suggestive function of communication in the modern scientific paradigm to be the leading one, which determines the focus of the latest scientific research and requires a more detailed consideration of the specified modern directions, which are multidimensional and complex in view of the need to «combine the formalized fixation of the relevant language potentials with the dynamics of psycho-emotional factors of the individual/society and other relevant extralingual factors necessary for a deep understanding of the true nature of the suggestive properties of language as a kind of connector between the subjective and objective worlds of the individual» [6, p. 98], the methodology and tools of which are used in modern research; as well as ancient and classical views on the study of influence, which became the basis of modern sciences.

Research problem analysis

The problem of the magic, suggestiveness of words is not only linguistic, but also literary, psychological, and ethical, affecting almost all aspects of human life, which necessitates further painstaking study of suggestive texts in order to clarify the deep nature of linguistic suggestogens, the specifics of their correlative relationships in semantic planes, which, in turn, will enable the construction of correct text arrays.

Purpose and task; object and subject of research; description of the source base, factual material and methods used in the analysis process; scientific novelty, theoretical and practical value of the obtained results

The above leaves this problem at the forefront of the current directions of many humanitarian sciences, causing the maximum demand for relevant scientific developments, which determines the relevance of our research, directed at highlighting the specificity of Suggestive Linguistics (SL) as a science that studies the influential, suggestive function of communication. The relevant research tasks are related to the specification of the main provisions of the SL (its postulates) and the main technologies and methods used within its framework. Thus, the paradigm of contemporary humanitarian knowledge is the object of the research, while the conceptual provisions and actual operational research methods offered and validated within the Suggestive Linguistic framework are the subject. Considering the methodological nature of the article, we apply the general scientific methods of analysis and synthesis in order to specify the research material and further generalize it, as well as the descriptive method to characterize the basic provisions of this science.

For the most part, classical studies of the influential function of language (see studies by B. Berelson, T. Drydze, O. Issers, O. Leontiev, L. Sakharny, Yu. Sorokin, Y. Sternin, G. Pocheptsov, Y. Tarasov, etc.) highlight important features of the phenomenon of influence, but, as a rule, neglect a detailed analysis of its substratum component – the verbal one, given that I. Cherepanova notes that «the real way to study the suggestive mechanisms of language lies within:

- 1) going beyond the practically non-existent framework of linguistic pragmatics: bringing its postulates to their logical end;
- 2) use of all the rational knowledge accumulated in Linguistics;
- 3) a truly comprehensive approach to the problem (including the development of special research methods that focus not only on verbal reactions of informants, but also on objective psychophysiological parameters)» [12, p. 20-21].

Main data presentation

Neuro-linguistic programming (NLP) and Suggestive Linguistics are currently the most famous of such complex sciences. The problem of communicative and speech influence is thoroughly researched in the works of representatives of the Odesa School of Suggestive Linguistics (T. Kovalevska [6, 17], A. Kovalevska-Slavova [15, 16, 17], N. Kutuza [8], I. Lakomska [9], O. Shcherbak [14], S. Formanova [11] etc.) and the Kyiv Linguistic School (N. Sluhai [10] and O. Akulshin [Akulshin 1], O. Klimentova [5], L. Kompantseva [7], etc.).

Being close enough to NLP in terms of the main focus of research – the influential potential of language – such a modern branch of humanitarian knowledge as Suggestive Linguistics (SL), unlike NLP, whose main goal is to optimize communication by taking into account the peculiarities of perception, analysis, processing and generation of information, is directed mainly onto the implementation of the predictedable impact on the interlocutor/audience due to the specificity of linguistic construction. The object of SL is considered to be verbal communication, and the subject is the study of linguistic aspects of suggestion, that is, «means and methods of changing the attitudes of the individual and society, which ensure the effectiveness of suggestive texts» [12, p. 4], and one of the main tasks is «the development of special methods of linguistic therapy for professional communicators of various profiles» [12, p. 4].

Professor L. Murzin and his follower, the famous researcher I. Cherepanova, are considered the founders of this science. They define Suggestive Linguistics as a science that is «trying to discover the secret of the influence of language on individual attitudes and mass consciousness» [12, p. 6] and «studying the phenomenon of suggestion as a complex problem; «connecting» ancient knowledge and modern methods, traditional and non-traditional approaches» [12, p. 22]. The researchers emphasize that Suggestive Linguistics is «both a philosophy, and a set of theoretical knowledge, and universal practical methods based on a masterful (and conscious!) mastery of language ... a qualitative

linguistic theory that explains the influence of language on the subconscious and ... daily practice» [12, p. 22], and the need to study it is motivated by «the existence of an urgent social order to study the linguistic aspects of suggestion, connected with the fact that society needs immediate therapy» [12, p.22].

In her work «House of the Witch. The language of the creative unconscious», I. Cherepanova interprets the basic postulates of SL, having been formulated by L. Murzin as follows:

1. The postulate «language as a whole can be considered as a suggestive phenomenon, therefore the main attention is paid to the communicative-voluntative (suggestive) function of language» emphasizes the fact that among all the functions of language within the framework of SL, suggestive one is considered to be the most important (or, as I. Cherepanova calls it, volitional one – the function of influence, which is a derivative of communicative one), since even in primitive times «even the collection of information took place with the aim of optimal management of a person, a community of people or circumstances. Turning to modern psychological theories that describe by no means primitive people, to the needs of the first signal system, we note that the need to manipulate people similar to oneself not only did not disappear, but also increased incredibly» [12, p. 17].

I. Cherepanova claims that influence, that is, suggestion, is «a component of ordinary human communication, but it can also act as a specially organized type of communication, which is formed with the help of verbal (verbal production) and non-verbal (mimicry, gestures, actions of the interlocutor, the surrounding environment and etc.) means» [12, p.22].

2. The next postulate of SL declares that «the unit of analysis is the text in the broad sense of the word», researchers interpret it as a complex of verbal, non-verbal and extralinguistic (psychological, cognitive, etc.) components of communication, which make it possible to consider the text as a sign system with «fan of languages».

3. The third postulate of SL focuses on the fact that «Suggestive Linguistics is dynamic in terms of its research subject (it studies processes that are created, not reproduced – A. K.-S.), in terms of methods it is complex, interdisciplinary, at the intersection of philology and psychology». SL is based on the teaching of V. Humboldt, who asserted that «each language consists in the act of its real generation. The dismemberment of language into words and rules is only a dead product of scientific analysis» [4, p.70], since it is obvious that the most natural reaction is caused by the contemporary text, which is created in the process of communication, and not the one that is reproduced, because the created text itself represents the thought processes of the addressee and the peculiarities of his choice of language means and their combination into a coherent, holistic generated text.

The complexity and interdisciplinary nature of science is determined by the fact that, like any other modern science, it both builds its own research toolkit and relies on the developments of classical sciences, supplementing and modifying it to achieve its own goals.

4. The postulate «linguistic suggestion is probabilistic in nature, aimed at overcoming the norms present in each synchronous slice of the language. Suggestive mechanisms have a right-hemispherical orientation, influence the attitudes of the individual and society» expresses the subdominant nature of suggestion and its probability, that is, the fact that there is no concept of one hundred percent suggestogenicity and «suggestability». This may depend on many factors – the personality of the suggester, the situation, the psycho-emotional and physiological state of the suggester, etc.

5. The next postulate of Suggestive Linguistics – «a universal, integrative, dialectical method of cognition, description and learning – verbal mythologizing is the methodological basis of Suggestive Linguistics» [12, p. 22] – introduces the concept of myth not only as a literary category, but as «the step by which an individual leaves the boundaries of mass psychology» [12, p.32], becoming a certain semiotic system used as a «metalanguage and presented in the form of a corpus of suggestive texts generated by mass and individual consciousness with the aim of optimal influence» [12, p.32]. In this way, an unconscious and inextricable connection is created between the consciousness of a specific individual and the Freudian «collective unconscious», in which the mentioned myths have been rooted since ancient times and thus influence the behavior and specificity of the perception and analysis of the text by the individual. Also, the myths within the SL include the well-known myths of «woman-mother», «keeper of the hearth», «man-protector», etc., which are maximally exploited, for example, to create the image of a candidate during political campaigns, and the texts having been generated within such myths' realization, as I. Cherepanova claims, should have the following features for maximum effectiveness:

1. «Uncertainty (indeterminacy) of the personality itself.
2. The personality's having something special, a certain deviation.
3. Ambivalence of form and content.
4. Strive for emotional saturation.
5. Orientation onto the «mythological niche» of mass consciousness» [12, p.104].

6. According to the following postulate of SL, «any suggestive components have a symbolic two-sided character, that is, they constitute the unity of form and content», which is the cornerstone of classical linguistics, where any linguistic unit has two plans: form (that is, formal expression itself: phonemes for the phonetic level of language, morphemes for morphological and word-forming, lexemes for lexical, syntaxes for syntactic, text for stylistic) and meaning (eg, grammatical and lexical meaning of a lexeme, etc.).

7. According to the last postulate of SL, «it is legitimate to consider the process of directed influence in the traditions of communication theory. In this case, the person who influences (the subject of influence) can be called a suggestor, and the object of influence – a suggestant (suggester), where the level of his suggestibility depends on certain psycho-emotional states (low self-esteem, emotional dominance, gullibility, nervousness, etc.), indicators of his social adaptability and activity (awareness, entropy characteristics, etc.)» [3, p. 77 – 78] and a number of extralingual factors, in particular the lack of time, which «significantly reduces a person's ability to analyze and predict the course of events, and therefore makes their real assessment impossible» [13, p. 260]. The suggestor and the suggestant interact with each other using the mechanisms of suggestion, which are triggered by verbal and non-verbal means, so the relevant directions of Suggestive Linguistics are the linguistics of the suggestor, the linguistics of the suggestant and the linguistics of the corpus of suggestive texts.

The given postulates constitute a kind of axiomatic base of SL, illustrate its conceptual positions and potentials, which are strengthened by various methods applied within the scope of this science.

Thus, H. Goncharov uses verbal methods of influence (suggestion in a sober state («a special type of psychological influence of the suggestor on the suggestant, in which the latter is awake, clearly perceives and clearly carries out the suggestions of the first» [2]), which can be direct, and indirect, with hidden commands corresponding to the indirect inductions of the Milton Language Model of NLP); hypnosuggestive methods, when the suggestant is in an unconscious state of hypnosis) and non-verbal methods of heterosuggestion («method of imaginary suggestion (telepathy)» [2]), as well as verbal and non-verbal methods of autosuggestion – i.e. self-influence, which make it possible to «independently actively change the processes occurring in one's own body and manage them» [2], where verbal methods make it possible to train the lower (physical, somatic) level of the personality, and non-verbal – higher (psychic) [2].

I. Cherepanova also offers a sufficiently large number of individual and group methods of hypnosis, for example, the group method of verbal mythologizing of the personality (VML), which makes it possible to «verbally consolidate the results of the work of the psychotherapist and the group with the help of an «anchoring» autosuggestive text with internalized positive connotations. The essence of the method is that during the work of the psychotherapeutic group, a typical «myth» of the patient is created, which helps to consolidate a positive state and periodically (if necessary) return to it» [12, p.6]; methods of automythologizing, based on highlighting and repeating the features of verbal and non-verbal behavior of famous personalities, perceived as bearers of myths (for example, Lenin, Stalin, Hitler, etc.); phonosemantic suggestive analysis and construction (based on the presence of a direct connection between the actual phonemes and their mean-

ing, inherently fixed in the subconscious of any individual). This method has been successfully implemented in «VAAL» and «Diatone» programs, which enable the phonosemantic analysis of any language unit, from a letter to a text array, which often comes in handy both for naming and for evaluating the general programmed impression of perception certain text, etc.

Conclusions and perspectives of the research

So, the novelty and creativity of Suggestive Linguistics, as well as its focus on the study of both the verbal and non-verbal side of suggestion, make this science the most relevant for the study of any suggestive contexts, thus enabling creation of predictably influential text arrays on one hand, and identifying the influential patterns in any suggestive context, on the other hand, emphasizing the crucial importance of this science in contemporary information society.

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