

OMISSION AS A MANIPULATIVE ELEMENT IN DIFFERENT TYPES OF DISCOURSE

Manipulation is often hidden and aimed at keeping people down. It is a special kind of influence when the manipulator causes the person to take actions that he or she does not intend. In manipulation, the person does not feel any external coercion, but it seems that he or she makes the decision and chooses the form of behaviour. Manipulation consists of skillful and imperceptible dissemination of fact juggling, lies and slander, omission of information or half-truths, and facts that are hidden or misinterpreted.

Today's discourse in the mass media is characterised by a number of manipulative features, made with the help of various lexical devices such as alliteration, rhyme, rhythm, neologisms, deictic units, euphemisms, dysphemisms, barbarisms, insulting or ridiculous paraphrases, epithets that undermine the reputation of the person or the value of the event, as well as syntactic devices such as nominalization, modality, ellipsis, inversion, to name but a few.

Although manipulation in different types of discourse is usually done through concrete words or images, it can also be done through the absence of such means, including omission. Possible synonymous terms are Half-Truth, Silenced Truth, Deletion, Misrepresentation, Reticence, and intentional or propagandistic silence. Despite the fact that these terms are synonymous, they are still different from each other. An omission is the complete omission of certain things from a text or speech. A deletion is an intentional act of not mentioning something about someone. Omissions and deletions are powerful tools. When the reporter does not mention something, it often does not even occur to the reader, and therefore is not checked. Deleting agents is a common form of sentence-level manipulation. Agent deletion is most often done through nominalization and the use of the passive voice. Omission as a manipulative element is not necessarily used in mass media discourse, but is a powerful tool in politics, advertising, and jurisprudence.

Let us consider the cases from the field of jurisprudence. The Indian Legal Service, for example, considers half-truths to be statements that are not entirely true or represent only a small part of the whole truth or contain a misleading element aimed at deceiving or misrepresenting the truth. In other words, it is a statement that is literally true but misleads by omitting an essential fact. In the case of half-truths, one is liable for fraud if he or she discloses certain information on his or her own initiative and stops halfway, and does not convey the entire information. In this case, the responsibility is to reveal the entire true facts. Mere Silence as Fraud examines cases where a party's silence results in deception of the plaintiff due to the defendant's bad faith. Silence can be deceptive in certain cases, or it can have the same effect and impact as speech itself, which conveys a crystal-clear message [2].

The next example illustrates defamation by omission or creating a false impression with true statements. In the summer of 2008, a West Virginia woman called a local television station to report that her four-year-old son had been sexually abused at

a local day care centre. That evening, a two-minute report aired, "Some serious allegations of abuse and neglect have led the state to keep a closer eye on a day care centre in Barboursville," an anchor said. The reporter continued, "A mother says she took her children out of Kim's Kids day care in Barboursville because she claims her young son was sexually abused. ... The woman says this day care abused her trust and her child."

However, the report does not mention that the alleged abuse occurred between two four-year-old boys. One boy put his finger in the other boy's rectum and grabbed his genitals. The failure to mention this detail is a possible example of "defamation by omission," which occurs when a reporter omits facts that would negate an implied defamatory meaning. The director of the day care centre sued the television station in court. A reasonable jury found the statement defamatory. The case is emblematic of so-called "defamation by omission" claims. "In the context of a report about a day care centre caring for young children, the term 'sexual abuse' is particularly alarming and could lead a reasonable jury to conclude that the term used in that context indicates that an adult at the day care centre sexually abused a child," the court said [3] Thus, the omission of information used in a discourse has a great impact on shaping public opinion, which is why it is important to be a prepared and knowledgeable reader.

References:

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2. Half-Truths Leading To Fraud Even In Absence Of Duty To Disclose A Fact, As In Case Of Silence <https://www.legalserviceindia.com/legal/article-5516-meresilence-as-fraud-exploring-the-ambit-of-half-truths-and-actionable-misrepresentation.html>

3. Libel by omission: *Creating a false impression with true statements* <https://www.rcfp.org/journals/libel-omission-creating-false-i/>

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CONCEPTIONAL APPROACH TO ANALYZING THE METAMODERNIST MANIFESTO

The term "metamodernism" is known to have recently become widely spread as the name of the form of modern culture that followed the postmodern, whereas some researchers call it "postmodernism". However, many of the researchers agree with the syntactically correct but semantically incongruous term "postmodernism", which makes it imperative to coin a new terminological name meant to fully describe the new order in art. Thus, since deconstruction, irony and imitation were typical of postmodernism of its time, the discourse of metamodernism is characterized by revival of generosity, hope and romanticism, rejecting all that characterized postmodernism as a trend of art in the late 20th century.

Rejection of the postulates of postmodernism, conceptualization of nowadays'