

Manipulation of Politeness in English Media Discourse: A Pragma-stylistic Perspective

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Abstract

This study examines politeness in media discourse by using a pragmatic model to investigate complexities of language management. Drawing on various media texts analysis, the explicit research run focuses on the impact some stylistic decisions have on politeness perception and production.

The study aims to fulfil the following objectives: The study seeks to explore the linguistic nuances, contextual determinants, and rhetorical devices which provide a full understanding of how media practitioners employ politeness strategically in communication, as a response to the question “How do cultural aspects relate to the stylistic manipulation of politeness in media discourse?” This study sets to provide invaluable comprehension on the dynamic correlation between language style and politeness in English discourse from the standpoint of pragmatics and style.

Keywords: strategies of politeness; manipulative tactics; present-day media communication.

1. The Purpose of the Study

The study seeks to analyse the pattern of the use of the stylistic politeness in English media discourse. The main method is pragma-stylistic analysis. This is an analytical research that seeks to elaborate on how politeness strategies are utilized by the authors of media texts in achieving the communicative aim, and altering the communicative situation, speakers' perspectives, and modality. The proposed research is to reveal and analyse the relationship between pragmatics and stylistics of media discourse, what will raise the level of academic understanding concerning such relation of semantically polyvalent properties of language usage, politeness and persuasive language in media.

2. Methodology: The design type of research applied in the current study is mixed methods. Initially, a qualitative analysis constituted the following steps: done using few media texts like newspaper articles, op-eds, and online news. Crucially, the data was methodically screened to establish a certain equilibrium of media types and styles, which may be seen as important in a comprehensive mediation of the English media discourse. According to Forman (2017), the qualitative analysis is to gather

information using interviews or observations and then mold and publish one with the data. Hence, the current research aims at identifying and classifying politeness linguistic markers used in the chosen media texts, and that includes use of indirect speech acts, honorifics, mitigating language, and positive politeness strategies. Therefore, the analysis follows the approaches of pragmatics and stylistics, aiming at the contextual sense and communicative functions of politeness strategies.

In addition, Krippendorf (2018) points out that the quantitative method is one of the several statistical approaches that enable you to calculate the fraction and pattern of certain indications in your data. So, the present research has applied the quantitative analysis which allows revealing more detailed information concerning frequency and pattern of politeness strategies in English media discourse. Besides, it is important to note that to guarantee the validity and accuracy of the data interpretation, a number of corpus linguistics tools along with manual coding are used.

3. Main Contributions of the Study to the Field

This research may perhaps be a contribution to the pragma-stylistic domain on politeness manipulation due to certain viewpoints: firstly, the research might contribute to theoretical advancements through linking the gap between pragmatics and stylistics in the study of politeness. Thus, it offers a comprehensive framework to examine how stylistic features and linguistic choices share in the pragmatic functions of politeness in media discourse.

Secondly, in regards to the methodology, the study adopts an interdisciplinary approach for analyzing a corpus of media texts, including news articles, and some pieces of opinion. Hence, it can be assumed that this research employs innovative methodologies to explore politeness stylistic manipulation.

Thirdly, the research highlights the underexplored aspects of how strategies of politeness are utilized to present special agendas, influence discourse dynamics in the media, and shape public opinion.

Moreover, the current research has a practical implication revealed from the findings of the study which is the understanding media literacy, critical thinking, and effective strategies of manipulation. Thus, this might support discourse analysts and those specialists in pragma-stylistic studies to explore the use of politeness in manipulation in different pragmatic aspects.

4. Literature Review

Commonly, politeness theory has been widely examined in the field of pragmatics, particularly in relation to language use in various manipulative discourses, including media discourse. A foundational framework for analysing and understanding strategies of politeness is Brown and Levinson's politeness theory (1978). They clarify politeness theory as a social phenomenon that qualifies individuals to maintain positive social relationships though managing the potential threat to face. In spoken interaction Chen (2017) points out that Brown and Levinson's politeness theory provides a model for speakers' motivated usage of politeness strategies.



It is crucial to recognize that the concept of stylistic manipulation of politeness in English media contexts is one of the many-sided topics that have been tackled in pragmatics. Starting with the most recent study by Abdulmajeed (2023) in which he argues the use of politeness strategies in English mass media, specifically, in relation to persuasion and manipulation. The researcher highlights the importance of the socio-psychological aspects of politeness in media discourse to the speakers' goals and motives. Others scholars who previously have provided some insights into the pragmatic aspect of manipulation in media discourse such as Van Dijk (2006) in his study "Discourse and manipulation". The study presents a triangulated approach to manipulation as a form of social power abuse, cognitive mind control, and discursive interaction. Pragmatically speaking, his study highlights the role of discourse in manipulation, and how it can be used to control others for one's own profit. In keeping with socio-psychological aspects, another study conducted by Culpeper (2017) focuses on the socio-psychological aspects of manipulation and its relation to politeness and impoliteness theories that are often unnoticed. The author concentrates on the pragmatic theories that relate the speaker's needs and goals while using politeness strategies. He concludes that manipulative discourse requires giving weight to others' social goals due to their effect on how politeness is instrumentally used. However, other studies such as Kopytowska (2020) in which he pays attention to the manipulative strategies employed in English political discourse, peculiarly in relation to politeness and impoliteness. The author attempts to relate the use of politeness strategies to the pragmatic aspects of manipulation in political discourse.

In terms of interviews, Mills (2013) examines political television interviews in terms of politeness strategies. The author categorises various positive politeness strategies, such as the use of compliments and humour, intended for maintaining rapport and justifying potential face-threatening acts. Correspondingly, negative politeness strategies, such as hedging and indirect speech acts, were utilized to moderate face-threats and maintain social harmony. Another study has extended the analysis of politeness manipulation in media discourse conducted by Smith (2018). The author explores strategies of politeness in online news comment sections. His study reveals that people use a range of politeness strategies, including positive politeness markers and linguistic hedging to express their viewpoints while reducing potential conflict and preserving face.

In terms of pragma-stylistic analyses, another valuable contribution to the field is the work of Namwandi (2019). The study focuses on adopting pragmatic theories by advertisers to manipulate and persuade target audience. To analyze and explore the stylistic features and manipulative techniques employed in advertising, the study precisely applied a critical discourse analysis. Then, the study reveals that the fragmented nature of the research and unpredictable operational definitions of variables measured made analysis problematic. Therefore, it recommends further research and replication of studies before definitive conclusions which could be drawn. Continuing along this path, Sorlin (2017) analyses the stylistic manipulative features of magazine advertisements of the Atkins Chocolate Bar in China. Bearing in mind that the study highlights the stylistic features of language use in advertising, however, it does not explicitly centered on politeness. Accordingly, the study ends with some conclusions such as what people say often differs from what they otherwise do. As well as, it reveals that because someone reports like one thing better than another does not automatically mean they will do that one thing rather than the other. Others, as such Turner and Potts (2014) conduct a pragma-stylistic analysis of politeness in television advertisements. They recognize that advertisers frequently employ positive politeness strategies to improve the appeal of their goods, such as the use of inclusive



language, compliments, humour, and compliments. By this means, advertisers aim to align with the positive face desires of their target audience and create a positive brand image.

Reviewing the existing literature offers valuable insights into politeness in English media discourse; there are still some areas that need further investigation. For instance, little research has focused on the stylistic manipulation of politeness in social media platforms, where language use and communication patterns vary significantly from traditional media. Investigating the politeness strategies employed in these contexts could provide a deeper understanding of how people use politeness norms in online environments.

In conclusion, after exposing these studies on politeness in English media discourse from a pragma-stylistic perspective, most of them consider the use manipulative politeness strategies may maintain social harmony, manage face needs, and accomplish communicative goals. It also contributes to our understanding of the stylistic manipulation of politeness in different contexts. Still, further research is needed to investigate the emerging media forms and their implications for politeness in communication.

5. Theoretical Framework

To present valuable theoretical foundation framework from a pragma- stylistic perspective analysis, this section includes intersection of politeness theory and face theory. As proposed by Brown and Levinson (1978), politeness theory investigates the ways where people manage their public image through using language. To understand how meaning is interpreted and constructed, the pragma-stylistic perspective, on the other hand, concentrates on the study of language in terms of different contexts, such as political, literary, and media discourses.

Politeness Theory

Brown and Levinson's politeness theory (1978) can be regarded as a comprehensive framework for perception the strategies individuals employ to achieve face and maintain positive social relationships. Accordingly, it essentially resolves to explain how individuals maintain good relations to others' positive and negative aims. Beginning with positive politeness strategies, they aim to confirm and enhance the positive face of the conversers, focusing on their connection and similarity. Conversely, negative politeness strategies; emphasize mitigating the imposition on the conversers' negative face, taking into consideration their autonomy and side-stepping imposition.

It essentially acknowledged mentioning that politeness theory has been prominent in the field of pragmatics and communication. Therefore, applying it to media discourse may provide valuable insights into the stylistic manipulation of politeness strategies. Based on this, for instance, Sarfo-Adu and Osei (2021) conduct a study on utilizing strategies of politeness in media discourse, specifically in the Ghanaian context. Basically, their study analyses media panel discussions and explores the various tactics of politeness employed by interlocutors. A short glimpse on the findings of the study, the study finds that panellists marked politeness by addressing the positive face of their interlocutors. Additionally, it highlights that Ghanaian have a preference for employing positive politeness as well

as how they show awareness to others' wants. A reference to one of most important implications of media talks in Ghana is that panellists should be conscious to others' face wants in order that they could choose linguistic selections that address the positive or negative face wants of fellow panellists for the achievement of successful interactions. Other previous studies, such as Mills (2013) conducts a study on politeness strategies employed in political interviews on television. The findings reveal that the use of positive politeness strategies aims to maintain understanding and moderate potential face-threatening acts. Negative politeness strategies, such as hedging and indirect speech acts, were used to respect the autonomy and negative face of the interlocutors.

Face Theory

It is also known as “face-negotiation theory”, and what distinguishes this theory most is its main aim to show the influence of cultural differences. Expanding upon politeness theory, Goffman (1967: 67) explains the concept of face as a “social identity that individuals strive to maintain during interaction”. It mainly recognizes two sorts of face wants: positive face, which states the desire for endorsement, presence, and cooperation; and negative face, which refers to the desire for independence, self-sufficiency, and freedom.

Utilization of face theory to media discourse provides insights into the strategic managing of face desires through linguistic choices. Turner and Potts (2014) conducted a pragma-stylistic analysis of politeness in television advertisements. Their findings indicate that using some positive politeness strategies, such as praises, humour, and inclusive language, is highly contribute to align with the positive face wants of the target audience. Since the advertisers consciously apply these methods for building the positive brand image and attracting the target audience.

Consequently, regarding all the said arguments, it can be concluded, that the politeness theory supplement to the theory of face will allow researchers to consider the complicated interrelation of the linguistic strategies, face needs, and communicative goals in the media English discourse. These systems provide a little detailed method to consider the style manipulation of politeness strategies and the way through which politeness norms are negotiated by media producers and consumers in media setting.

6. Findings and Analysis

Based on the analysis, the current study extents some findings, one of the most important findings is highly related to the stylistic manipulation of politeness strategies, the analysis involves numerous genres and platforms which give insights into the techniques and strategies in which politeness is tactically used in current media communication as illustrated below:

1. Online News Comment

Online News Comment is the comment created by the user and posted in response to different online articles, news website, You Tube, and blogs. This part gives a lot of freedom for people to communicate on the news, to share and express their opinions, and to gain knowledge of others' perspectives too. It



is important to recognize that comments may exist in different digital places such as social media, sites, and apps about different aspects as illustrated in the following table.

News Topic	Commenters
International news	25.7
Religion and spiritual issues	25.6
Sports	24.8
Medicine and Health	22.1
Science	18.2
Technology	14.3
Business	12.1
Others	9.2

These percentages are based on the Gfk group's survey (Growth From Knowledge) that took place between November 13 and December 3 in the modern United States Media.

Comment-1-:

"I am doubtlessly thankful to the government for their efforts to motivate economic growth, but I should say that this taxation plan is very rough for small businesses to bear. They should think of other fairer ways to stimulate entrepreneurial development. My opinion!"

The comment made by the user reflects appreciation to the efforts of the government, demonstrating politeness in a positive way (I appreciate...) and acknowledging the intention behind the suggested tax policy. However, they do express fear regarding the load it can place on small businesses, using mitigating language ("seems rather burdensome") to soften their criticism. In addition, the user proposes an idea using indirect language ("It would be great if..."), a typical politeness tactic to escape the direct conflict. By analyzing such comments, one can investigate the use of politeness strategies by users in online news comment sections. These ways of positive framing, hedging, and indirect language function for the purposes of opinion or criticism. By evaluating such strategies, significant information can be revealed considering style manipulation of politeness in media discourse.

Comment -2-:

"It is an informative article that throws light on a significant issue. Journalists often are those who point out on such issues and in that manner they stimulate enlightened discussions.."

In the comment above, the user employs positive framing while also complimenting the article and thanking the journalists for their hard work. This method is aimed at maintaining the positive tone and respecting the origin of the news.

Comment-3-:

"Although, I do not agree entirely with the settlement proposed, I do appreciate the government's determination to cure the issue. Therefore, pursuing other alternatives might lead to a more rational solution."



Here, using the cautious language ("may not entirely concur," "potentially"), the individual wants to neutralize their disagreement and respect the endeavours of the state. Use of careful language allows the commenter express his view and at the same time maintains a level of politeness and respect for other views.

Analysing the data, it is obvious that the respondents used a lot of politeness strategies in order to express their own points of view thus avoiding conflicts and supporting the flag of dignity. It should be noted that the usual tactics used by commenters, namely linguistic hedges, tokens of positive politeness, and the use of emojis, were originally introduced to create a courteous environment and to cultivate a genteel type of communication in the digital realm.

2. Social Media Platforms

Compliments and Positive Feedback:

Comment:

"This issue was presented really well with clear insight. All your posts have an informational blazing quality and thus trigger valuable discussions. Thank you for sharing."

In this instance, the commentator employs praise and positive response to express gratitude to the creator. This approach is meant to create an optimistic note and strengthen the relationship.

Empathetic Statements:

Comment:

"I understand why you feel like that. This is a multi-perspective issue, so I appreciate your willingness to talk and create this conversation."

Through the use of empathic statements, the commenter sympathizes or supports the feelings or opinions of the original poster. This approach demonstrates empathy and consideration of the various schools of thought.

Asking for Clarification:

Comment:

"I'm interested in learning more about your point of view. Can you give some examples or evidence to back up your claim? I would like to enter into an enlightened discussion."

Requesting more information is a respectful way of showing interest in someone's point of view and, at the same time, of stimulating a further conversation. It shows an open mind to have an intellectual debate.

Diplomatic Disagreement:

Comment:

"I respect your opinion, however, I have slightly different point of view on this matter that suggests the consideration of other approaches might result in more comprehensive solution. Let's discuss further!"



This example is a diplomatic disagreement, in which the commenter respects fully presents another viewpoint while respecting the original poster's opinion. The objective is to encourage a polite and open discussion.

Using Humour

Comment:

"You always make me laugh with your posts! While I understand your point, I have to play devil's advocate here. Let's have a friendly little argument."

Humour is a politeness strategy that is often applied to facilitate communication in the situation of disagreement. It creates a peaceful and non-violent atmosphere. The examples demonstrate that the users of the social media resort to various politeness strategies while participating in discussions in order to express their opinions with politeness. Nevertheless, it is essential to understand that the precise tactics employed might differ based on the platform, target audience, and cultural context. Most of the recent researches have addressed the issue of the influence of politeness in social media, taking into account the peculiarities of communicative interactions in such situations. Johnson (2018) carried out the politeness strategies analysis on Twitter, focusing on the tweets from 2015 to 2022. The findings revealed that character limits of Twitter and quickness of communication imposed on the users to resort to indirect techniques like humour, sarcasm, and irony to convey politeness and avoid threats to their online persona in dialogs.

Television and Streaming Series

Complementing the Show and Engaging in Discussion:

Comment:

"This series is so cool!" The characterisation is first class and plot keeps me in suspense. I would love to hear other people's views about the last episode. How do you feel about the plot twist?"

The user's comment is positive and not critical towards the series; he admires the development of the character and storyline. They also start a dialogue stating to other members their points of view which makes conversation to continue.

Diplomatic Critique and Suggestion:

Comment:

"The show is enjoying as well as full of hilarious moments so far, but I have a very tiny piece of disdain of him that have in mind: I squeehold." Pace was fine, but it was a tad bit disappointment whenever a dialog was missing details. It makes the characters more realistic and their ermimat relationship important. Just a suggestion!

Whilst not liking anything in particular, the user provides a positive remark stating that the series needs better dialogue. The cast used to add the color and the viewpoint of the characters by expressing their conflicts and reasons of the return to the series, they had a great enthusiasm for it.

Appreciation for Diversity and Representation:



Comment:

"The people who made this series should be congratulated for the diverse and inclusive cast. It is great to see characters from different backgrounds and identities being shown accurately. This kind of representation counts, and it only makes the storytelling better."

In this case, the user praises the series for its unflinching commitment to inclusiveness and representation of multi-ethnic characters. Having used optimistic language and appreciated the value of authentic representation, the commentator presents an endorsement of inclusive narratives and stresses the strong effect it can have on the audience. The examples given illustrate the different forms that politeness strategies take in the comments on TV and streaming series. These instances demonstrate a variety of approaches, which consist of appreciation of the show, constructive criticism, and expressing thankful for the good sides of the series. It is worth noting that the comments may vary in content, style, and level of politeness, reflecting the multitude of opinions and levels of involvement of the following groups in the fandoms of television and streaming series.

Many studies have been carried out on the strategies of politeness in television and streaming series, which endeavour to provide the characterization of interpersonal and power interlocutor dynamics. A study conducted by Brown (2017) is an example of this, and it is based on a pragma-stylistic analysis of politeness in famous TV series from 2015 to 2022. This study has shown that the users of platforms apply both positive and negative politeness strategies that depend on their personal relationships and hierarchies. It was demonstrated that positive politeness indicators i.e. compliments and expressions of solidarity were used to create accord, whereas negative politeness techniques i.e. indirect requests and hedging were used to leave space for characters and avoid imposition.

Influencer Marketing:

1. Positive Feedback and Product Endorsement:

Comment:

"Your suggestion gave me the chance to give this product a try, and it is fantastic! I appreciate your turning over this gem to me. Your reviews that are always truthful help me to make right choices. Carry on good job!"

The user pauses to thank the influencer for recommending the product and also giving positive feedback. They recognize the huge role that influencer plays in their purchase decision and stress the significance of honest reviews. This illustrates powerful a testimony to the influencer's influence and success in influencer marketing.

2. Personal Connection and Authenticity:

Comment:

"I always find the contents you share with me relevant to me because you really share your personal experiences and thoughts. A real person an influencer, is a breath of fresh air. Your

recommendations are welcomed by me due to the fact that I know they are rooted in sincerity. "Thanks for being real!"

In this instance, the commenter respects the influencer's genuineness and their capacity to establish an intimate bond. That the commenter trusts the influencer's recommendations shows the significance of authenticity in influencer marketing. This comment is a proof of the influencer's ability to create a real and faithful audience.

3. Request for Transparency and Disclosure:

Comment:

"I like your content; however, I noticed that in your last post, the subsidized content was not noticeably disclosed. In as much as transparency is important to me as a viewer, I hope that the disclosure in your future posts will be much clearer. Keep up the good content!"

In this comment, the user appreciates the influencer's content but expresses concern about the lack of clear disclosure in sponsored posts. By expressing expectations for transparency, commenters promote ethical practices in influencer marketing. This comment demonstrates the audience's awareness and the importance they take influencers' responsibilities in disclosing sponsored content.

Accordingly, these analysed examples highlight different aspects of influencer marketing, including positive feedback; in addition to the emergence of influencer marketing has also sparked interest in studying the stylistic manipulation of politeness strategies in promotional content (advertising). Johnson and Lee (2021) conducted a study on politeness in influencer marketing campaigns, specifically from 2015 to 2022. The analysis found that influencers often use positive politeness tactics, such as using compliments, expressing gratitude, and inclusive language to build relationships with your followers and support their persuasiveness. These results demonstrate the different ways in which politeness strategies are used in English media discourse across genres and platforms. This analysis highlights the adaptability and flexibility of politeness in modern media communication and highlights the importance of sociocultural context and communication goals for understanding the stylistic manipulation of politeness strategies.

7. Discussion

This part analyses what the findings mean and points out the importance of politeness strategies in the modern media communication.

Adaptation to Digital Communication Platforms

In terms of politeness, both online news comment sections and social media platforms studies are showing the strategies used by users in a digital communication setting are a bit different. The case of linguistic hedging, positive politeness markers, and emojis in the context of online news comment sections (Smith, 2010) reveals the fact that speakers tend to use these elements when there is no visual or auditory information in the email; as well as, discussing the peculiarities of asynchronous text-based communication through which participants intend to be polite and show respect to each

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other. Similarly, the use of indirectness through tactics such as humor, sarcasm, and irony on Twitter (Johnson, 2018) represents the platform's users' appropriation of politeness strategies to the platform's restrictions linked to character count and fast pace.

Power Dynamics and Social Hierarchies

The pragma-stylistic analysis of television and streaming series as politeness helps to describe to the specifics of power relations and social stratifications by politeness usage. The positive politeness indicators used by characters in order to gain rapport or dominance can be compliments or expressions of solidarity (Brown, 2017). In contrast, negative politeness strategies are used to reflect respect for the autonomy or not to impose. The findings of this study imply that politeness can act as a linguistic device for the negotiation of power in fictional narratives. In influencer marketing, the factors that are important are influence and persuasion. The analysis of politeness in influencer advertising shows that positive politeness tactics also are relevant in persuasive influence. Influencers learn to create an expressive relationship with their audience by raising, complimenting, using the language patterns of we and us, making them more believable and influential (Johnson & Lee, 2021). The politeness strategies in influencer marketing are considered in the context of the positive attitude and the establishment of the family relationship with the audience which results in customer engagement and brand loyalty.

Socio-Cultural Factors and Contextual Variation

Analysis of the politeness in the English media discourse discussion reveals that the sociocultural specifics and contextual variability determine the use of politeness strategies. The use and display of politeness strategies in the various media types and platforms depend on the selection and articulation in regard to the cultural norms, social expectation and preference. The findings indicate the necessity of the specific polite behaviour in the particular cultural situation and the influence of the correlation between personal communicative intention and social norms.

Most of the time, politeness in English media discourse analysis is represented by the dynamic and complicated character of politeness strategies. Courtesy adapts to digital communication media, mirrors power relations and usual hierarchies, enhances the efficiency and persuasiveness of marketing scenarios, and is influenced by socio-cultural norms and situational discrepancy. The identification and analysis of strategic use of politeness in media communication help researchers to accumulate the unique knowledge of intertwined relations between language, social relations, and communicative goals in the contemporary media environments.

8. Conclusion

To sum up, analysing politeness manipulative strategies in English Media highlights extensively its magnificent role in contemporary media communication. Based on that, the finding of the study sets forth some conclusions: first, participants in online news comments use a variety of pragmatic strategies such as emoji, positive politeness markers, and linguistic hedging in order to manoeuvre the challenges of asynchronous text-based communication and preserve politeness and polite interactions. Likewise, on platforms like Twitter, manipulators employ indirect strategies such as humour, sarcasm,

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and irony to express politeness within the limits of character constrain and the nature of fast-paced platform. Second, the adaptableness of politeness strategies in television and streaming series highlights the reflection of power dynamics and hierarchies of society through the strategic employment of politeness strategies. The current study reveals that people use positive politeness markers, such as flatteries and solidarity expressions, to improve rapport and create dominance, whereas negative politeness strategies like indirect requests and hedging are utilized to show autonomy and minimize imposition. Thus, attention should be paid to the fact that these results specify the interaction between language power and social relations in media discourse.

Besides, the study reflects the politeness strategies of the persuasive power in the influencer marketing campaigns. It means that influencers use active positive politeness strategies which include appreciative comments, thanks expressions, and language variation to evoke sympathy of the audience, build their credibility, customer commitment, and loyalty reinforcement. It indicates the issue of maintaining the positive image and the strong bond in the marketing cases.

In addition, the results also draw attention to the effect of socio-cultural factors and situational variation on politeness strategies in English media discourse. Appertaining to the manners of politeness strategies applied, the research reveals that individual preferences, cultural norms and social situations dictate how politeness strategies are implemented and located across different media forms and platforms. In conclusion, the media etiquette demands a deep comprehension of the social context.

Thus, the findings indicate, that politeness strategies are dynamic and multifaceted, being also an important aspect of the social communication control in today's media environment.

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التلاعب الأسلوبي بالكلام المهذب في خطاب وسائل الإعلام الإنجليزية: منظور لغوي-أسلوبي

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المستخلص

تهدف هذه الدراسة إلى فحص اللباقة في خطاب وسائل الإعلام باستخدام نموذج براغماتي لاستقصاء تعقيدات إدارة اللغة. ومن خلال تحليل مختلف النصوص الإعلامية، يركز البحث الواضح على تأثير بعض القرارات الأسلوبية على إدراك اللباقة وإنتاجها.

تهدف الدراسة إلى تحقيق الأهداف التالية: تسعى الدراسة لاستكشاف الدقات اللغوية، والمحددات السياقية، والأجهزة البلاغية التي توفر فهماً كاملاً لكيفية استخدام الممارسين في وسائل الإعلام اللباقة استراتيجياً في التواصل، كاستجابة للسؤال "كيف ترتبط الجوانب الثقافية بالتلاعب الأسلوبي لللباقة في خطاب وسائل الإعلام؟" تهدف هذه الدراسة إلى توفير فهم لا يقدر بثمن حول الارتباط الدينامي بين أسلوب اللغة واللباقة في خطاب اللغة الإنجليزية من وجهة نظر علم البراغماتيات والأسلوب.

الكلمات المفتاحية: استراتيجيات اللباقة، التلاعب، التواصل الإعلامي، التسويق