







Suggestion algorithm in advertisement megadiscourse: Hypnotic inductors systematics

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APA Citation:

Kovalevska, T., Kovalevska, A., Kutuza, N., & Lakomska, I. (2021). Suggestion algorithm in advertisement megadiscourse: Hypnotic inductors systematics. *Journal of Language and Linguistic Studies*, 17(Special Issue 2), 1294-1307.

Submission Date: 02/01/2021

Acceptance Date: 13/03/2021

Abstract

In order to maximize the contemporary media impact on the mass consciousness/subconsciousness, a need arises to determine the general mechanics and components of such suggestive effects. The article is devoted to advertising discourse as one of the most potent types of communication and influence on the recipient's decisions. The study aims to identify general suggestive effects within the advertising messages as powerful elements of the modern communication continuum. The article offers a three-stage algorithm of advertising megadiscourse influential expansion implementation: affiliation, fixation, and conducting, as well the substrate and stage-specific hypnotic inducers that are oriented onto subdominant perception and produce the recipient's trance state. The research had been completed based on advertising materials, the methodological basis of suggestive linguistics, neurolinguistic programming, and the Milton model. As a result, the Milton model had been analyzed as a neurolinguistic substrate of communicative suggestion, which can be used in advertising messages. The Milton model hypnotic inductors are singled out and systematized in each genre of advertising megadiscourse – commercial, political, and social.

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Keywords: Milton model; consciousness; discourse; perception; neuro-linguistics programming.

1. Introduction

Nowadays, the Milton model (MM) is recognized as a peculiar communicative influence systematized substrate. Usage MM aimed at the suggestor's (influence subject's) obtaining the suggester's (influence object's) reaction. A subject's utilizing the relevant suggestive means and forming a changed state of consciousness – the trance state as a fundamental MM concept (Erickson & Rossi, 1977). Numerous techniques of individual and mass influence on the human subconscious

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(Orlova, 2008) are formed today based on this original system, having been created by the American hypnologist, M. Erickson (2009). The essence of the so-called Ericksonian hypnosis lied within the fact that, when implementing this hypnotic trance, the influence subject practically does not give direct orders, but comments, asks, advises, which allows getting the result (the order is executed) without conscious resistance to order (Gorin, 2001). In order to successfully achieve a trance state, M. Erickson (2009) developed the formula of relationships with a communication partner: “Attach, connect and lead” (affiliation, fixation, and conducting stages). Some MM components are functionally inverted to the according to metamodel markers, the latter based on the universal processes of deletion, generalization, and distortion.

However, the authors utilized the classical methodological bases in order to identify the analyzed linguistic phenomena (context-interpretive, component, discourse-analysis, etc.), which, does not have the appropriate capabilities of a clear qualification and – which is the most critical part – the possibilities of explaining such linguistic facts of deep perceptual interpretation mechanisms at the human consciousness and subconscious levels. It makes it impossible to obtain a stereometric view of the influential expansion’s holistic nature, through systematics and explains the need to involve the latest creative approaches for objective analysis of the advertisement impact. The communicative influence phenomenon is the object of the study, while its implementation algorithm in advertising megadiscourse is the subject.

1.1. Literature review

Within the current linguistic paradigm, advertising discourse is considered to be one of its most robust implementations of communicative segments. This fact proved by the thorough works of foreign linguists (Aaker et al., 1992; Morozova, 1998; Wells et al., 2006; Sternin, 2012). Also, Ukrainian linguists developing advertising specificities suggestion (Zirka, 2010; Klimentova, 2012; Manakin, 2012), taking into consideration a manipulative aspect (Petrik et al., 2011), general features of social engineering in the media (Rizun et al., 2005; Khavkina, 2012; Hrytsyuta, 2013). The nature of advertising influence is complex and integrates the neurophysiological, psychological, and linguistic components, which is directed “onto the unconscious, the conscious, the thoughts, feelings, attitudes, and human behavior” (Slukhay, 2019). Such suggestive power has led researchers to qualify the advertisement text as a hypnotic since it utilizes “trance techniques to increase efficiency”, and creates “the ability to immerse the addressee into the alpha-state during a brief promotional message... and contains a figurative series that helps to plunge the addressee into a trance and to force one’s will onto them” (Medvedeva, 2004).

Deletion is a process, which helps eliminate the selected parts of the world from representation by the individual. Generalization is the process of allowing one specific experience to become a representation of a whole class of experience. The essence of distortion lies in verbalizing a hypothetically modeled environment with components that have not been identified in previous experience (Dilts, 2000; Gray, 2010; Grinder & Pucelik, 2012; O'Connor, 2013; Buchheit & Schamber, 2017; Hand, 2017; Bandler, 2019; Jones, 2020). In the following research material, had been specified the metamodel components that are relevant to the advertising megadiscourse and define their role in creating advertising suggestion.

1.2. Research questions

This study fills a current gap in the Ukrainian suggestive linguistics literature by answering the following research questions:

1. What are the general suggestive effects within the advertising messages?
2. What hypnotic inducers of Milton's model can be distinguished in each genre of advertising megadiscourse - commercial, political and social?
3. How does advertising affect a person's consciousness through linguistic techniques?

2. Method

2.1. Sample / Participants

Considering the subject's complexity, and multidimensionality and profound neurophysiologic nature, in previous works it had been suggested to utilize the methodological basis of suggestive linguistics (Cherepanova, 2002; Slukhay, 2019) and neurolinguistic programming (NLP) (Dilts, 2000; Gorin, 2001; Kovalevska, 2008; Grinder & Pucelik, 2012; O'Connor, 2013; Bandler, 2019). The NLP is aimed at researching the human's cognitive structures (Pluwak, 2016; Fitriani et al., 2021) connected with the specific reality metatext discretization processes, as well as the verbalized and analog constructs' according to explication in multicomunicative discourses (Kovalevska & Kovalevska, 2019). Due to its complexity, research demands particular methods, meta- and Milton model identification, as well as predicative speech characteristics being the most relevant ones (Kovalevska, 2008). These methods make it possible not only to isolate and systematize the actual advertising suggestion markers (hypnotic inductors, according to Kutuza's (2018) terminology) but also to explain the neuropsychophysiological substrate, a peculiar "ab ovo" of their activity in the general suggestive processes' algorithm.

2.2. Instrument(s)

Language metamodel (LMM) identification involves a systematic approach to identifying the characteristic linguistic markers of the three universal perception processes: deletion, generalization, and distortion. The Milton model identification makes it possible to isolate and explain the suggestive linguistic effects considering their neurolinguistics specificity. This phenomenon correlates with the interhemispheric asymmetry theory, mainly presented in the works by T. Chernigovskaya and V. Deglin (1986), T. Chernigovskaya (1994), I. Zimnyaya (2001), which "made it possible to reach important conclusions about differences in the ways of processing information arriving at the right and left-brain hemispheres". According to this theory, the Milton model (founded by M. Erickson (2009)) is a "way of using speech means to create, maintain, and utilize specific consciousness states". The predicative speech characteristics correlate with the neurophysiological features of the representative systems: visual, audio, and kinesthetic ones.

2.3. Data collection and analysis

The work's factual data is represented by over 3000 printed advertising texts, 540 TV commercials, 160 Internet advertising texts, 300 outdoor advertising texts on billboards, and city-lights, which had been fixed in Ukraine during 2004-2019. In total, over 1000 linguistic markers of advertising suggestion (having been fixed in each advertisement megadiscourse genre: commercial advertisement (CA), political one (PA), and social one (SA)) have been isolated and analyzed.

3. Results and Discussion

The MM contains a powerful set of other verbal and non-verbal components represented within the system of simple, developed, and mediated inductions (Erickson, 2009). Basing on the classical and Ericksonian hypnosis's theoretical and practical achievements had been suggested synthesized the

primary trance state implementing components as well as expanding the Milton model indicators spectrum, included specific advertising influence markers of relevant neurolinguistic nature in the list.

On top of that, it had been suggested defined the essential MM components, which are relevant within the advertising discourse, as hypnotic inducers – advertising megadiscourse verbal suggestemes (communicative influence intensifiers), accordingly systematizing them in the network of each MM stage. Therefore, at this stage of research, had been considered the three stages of the Milton model (attachment, anchoring, leading) in the projection onto the advertising megadiscourse specificity, as well as isolate the relevant hypnotic inducers, which, however, could be duplicated within certain stages. The MM substrate consists of: perseveration of its actual elements; their rhythmic organization; consciousness overload; semantic diffusion (Kovalevska, 2008; Slukhay, 2019; Maksymenko & Kalmykov, 2018). The main provisions of this approach are indicated in the Table 1.

Table 1. MM substrate elements

Element	Explanation
Perseveration	Perseveration, as a multiplex repetition of any information, has long-standing phylogenetic roots, causes unintentional memorization even contrary to the recipient's will, and promotes spontaneous immersion into a trance. That is why any advertising message cannot be NOT-repeated, and the more often the addressee hears the advertising information, the deeper it is carved in his mind and subconscious.
Rhythmic organization	Rhythm qualifies as “a way of involving a person in a sensory dialogue with the suggestor and the world” (Cherepanova, 2002) it serves as a “key” that “unlocks” the subconscious and penetrates to the depths of human neurophysiology, creating periodic, repetitive oscillations, the same-frequency oscillations overlay dramatically increasing their amplitude, creating the so-called resonance (Subbotina, 2006). In terms of linguistics, rhythm is a regular obligate alternation or repetition of similar elements and unitary units that perform structural, textual, and emotional-expressive functions (Boltaeva, 2003). In general, “rhythm and repetition are substrate characteristics of suggestive communication”, and their combination in the advertising message structure maximizes its impact.
Consciousness overload	Implementing trance is also possible due to consciousness overload that is achieved in the following ways within the advertising discourse: simultaneous conversation of two or more characters, which forces the recipient to follow the communication steps and quickly “switch” attention; fast and chaotic pictures alternation in the frame in conjunction with accelerated speech (the maximum of the necessary information should be included in the time minimum); combination of different messages in one block.
Semantic diffusion	Semantic diffusion is also considered the influential discourse's substrate element. Firstly, abstract semantics forces a person to “fill” the sound envelope with actual subjective content, which in turn activates the downtime state (immersion into the inner world). Secondly, polysemantic also violates the uniqueness of thought expression and leads to words meanings “confusion”: “It is the ambiguity as the most important immanent property of the linguistic system that makes it possible to control the finite number of linguistic units in an infinite multiplicity of contexts, as well as determines of the semantic diffusion phenomenon”, thus opening access to unconscious personality resources.

The above constituents of suggestive discourses cause the dominant hemisphere usage and act as constant hypnotic inducers. The projection of the three Milton model stages into the advertising megadiscourse plane makes it possible to identify the respective hypnotic inducers within each stage, which will be discussed in detail further on. The first stage (affiliation) involves the establishment of

psychological contact, rapport, and trust as the psychosemantic perceptions semantic axes factors (Shamne et al., 2019), followed by the introduction of suggestive admonishments, which consist of: rhythm; the visual-audio-kinesthetic nature of information; truisms. Rapport is interpreted as “the process of constructing and maintaining a relationship of mutual trust and understanding between two or more people, the ability to elicit other people’s reactions”. The process of maintaining rapport occurs at all stages of the Milton model suggestion, but its weight in the first stage is the greatest. This stage determines the further course of the interactive.

In general, the first stage of hypnotic communication is related to the notion of end-to-end synchronous rhythm. The rhyme is a special rhythm-creating mean, its suggestiveness going back to ancient religious practices. For example, a large number of different advertising slogans is rhymed (using means of assonance and alliteration): “*Еспумізан*”. *Спокійна мама: малюк спить, животик більше не болить!* (“*Espumizan*”. *Calm mom: the baby is sleeping, the tummy is not hurting!*) (“Espumizan” medicine audio-visual advertisement, “Inter” TV channel; fixed on 04.2018).

On the verbal behavior level, the correlative nature of the physiological and psycho-emotional is reflected in the usage of the so-called predicates – representationally marked words, e.g., visual (glitter, look, color), audio (speak, sound, quiet), and kinesthetic (warm, delicious, smell). The last channel is often understood as the sum of sensory, taste, and olfactory, being the basis of distinguishing the according to personal types (Dilts, 2000). In advertising communication, this mean is used to emphasize the principal characteristic of the product (taste, smell, appearance) or/and a set of predicate markers for an integrated impact on the audience: *Звук. Запах. Дотик. Смак. Палички “Мажор” для тебе* (*Sound. Scent. Touch. Taste. “Major” corn sticks for you*) (“Major” snacks audio-visual advertisement, “ICTV” TV channel; fixed on 07.2017), which could be presented as synesthetized complexes (Elivanova, 2018).

At the first stage can be utilized truisms, which are aimed at reaching consent. Accordingly, when a person agrees, they subconsciously feel sympathy for the interlocutor, which is the first step in implementing influence. In advertising of different genres, the truism is quite a common element, and is located mainly at the beginning of the advertising message to create “trust bridges” with the recipient instantly, for example: *Кохання дорожче за гроші, інвестуй в коханих! “Деньги. ua”* (*Love is more expensive than money; invest in your loved ones! “Money.ua”*) (“dengi.ua” financial site visual advertisement, <http://dengi.ua/> site; fixed on 09.2019).

Thus, in MM theory, rapport is a so-called adjustment to the communicative personality to establish instant trust, which creates the basis for the trance state with its further intensification and ensuring the predicted response realization.

The second stage (fixation) is the crucial one for suggesting the advertised object’s benefits, which are being the suggestion focus. This step contains: simple inductions; advanced inductions; functionally inverted metamodel elements. At this stage, the empathic dialogue with the recipient continues to deepen (in particular through simple inductions), and the “point” markers of influence – the inverted metamodel elements – are applied (Afful & Ankomah, 2020).

Simple MM inductions are realized by: superimposing the representative systems (synesthesia); updating past trance states, and describing normal (natural) trance states. The representative systems superimposition activates the introduction into the trance state by a peculiar neurophysiological stratification of the external information representative identification; “when we receive information via one perception channel, but represent it inside ourselves in another one” (Batsevych, 2018). Simultaneous and unconscious communication between the channels of perception is called synesthesia, which, on the verbal construction level, could be embodied primarily through the predicates metaphorization. Thus creating referential non-dispositionality, scilicet, “referring to the

names having been introduced by the author (narrator) of the referents, nature, functions, qualities, etc. of which do not correspond to the basic constants of reality that surrounds a person” (Batsevych, 2018), i.e., *Мультимедійний ноутбук “ASUS” забезпечує кришталеву чисте звучання* (“ASUS” multimedia notebook provides crystal clear sound) (“ASUS” notebook audio-visual advertisement, “1+1” TV channel; fixed on 12.2018).

Access to past trance states occurs by updating the individual’s previously experienced emotional states (usually positive ones, since they are the human’s fundamental emotions), resulting in the so-called automatic regression, to wit, former emotions complex renewal (Krasnobayeva-Chorna, 2018). This correlates with the “age regression” concept, the specificity of which is that “when a person is deeply immersed in their past, then, despite their eyes being open, they are allegedly not present in the present – which is a trance state” (Dudinsky, 2007). Within the advertising discourse, this is clearly illustrated by the “Our Juice” juice audio-visual advertisement (“Novy” TV channel; fixed on 01.2019): *“Наш Сік”. Смак родом з дитинства. Соки з “малим шеф-кухарем” на упаковці вироблялися ще за часів, коли ми були маленькими і все було кращим, смачнішим і посправжньому. Минув час, ми подорослишали і багато чого змінилося. Але у “Наш сік” – соку з маленьким кухарем – ми зберегли смак щасливого дитинства* (“Our Juice”. Taste, which originates from childhood. Juices with the “little chef” on the packaging were made back in the days when we were little, and everything was better, tastier, and more real. As time passed, we grew older, and a lot has changed. However, “Our Juice” – a juice with a little chef – retains the taste of a happy childhood). It is noteworthy that the description of past trance states must necessarily be projected onto the present state, where the recipient can “renew” those ancient, incredibly pleasant feelings, of course, with the help of the advertised product. Therefore, the description of past and usual trance states often acts as a single model of the dominant associative field (Denisevych, 2016).

The usual trance states, as a rule, are associated with the creation of mental relaxation through visual, audio, and verbal constructions: contemplation of nature, rest, state after waking up, traveling, etc. At this point, the linguistic markers usually consist of the symbols of comfort, peace, relaxation, etc. For example, in the “Book Club” subscription audio-visual advertisement (“STB” TV channel; fixed on 11.2018), where the visual series (fire, fireplace, rocking chair, comfortable room) is combined with the following out-of-frame text: *Місце, де насолоджуватися улюбленою книжкою, вибрати Вам. Ми тільки підказуємо, де її найкраще вибрати* (*You choose a place to enjoy your favorite book. We hint you which place is the best to choose*).

Developed hypnotic inductions are primarily represented by the pattern disruption (or pattern break). The essence of this hypnotic inductor is that the pattern is a familiar and fulfilled sequence of actions, and its unexpected interruption causes confusion, thus forming a trance state. This hypnotic inductor is realized with the help of stylistically marked vocabulary (vulgarisms, exotisms, barbarisms, terms): *Одне нанесення – 24 години інтенсивної дії! В цьому полягає успіх концентрату “Ліпо-Редуктор”, створеного французькими Лабораторіями “Елансіл”. Ефективність його використання забезпечує хронозапрограмованість складу* (*One application – 24 hours of intense action! This is the success of the “Lipo-Reducer” concentrate, created by the French “Elancil” Laboratories. The effectiveness of its use is ensured by its composition being chronoprogrammed*) (“Elancy” cosmetic products audio-visual advertisement, “ICTV” TV channel; fixed on 09.2017), which makes it impossible to decode information, stratify the consciousness in search of a relevant referent, which creates a trance. Shocking, incomprehensible models are also characteristic for these inductions, for example, in the “Morshynska” sparkling water audio-visual advertisement (“1+1” TV channel; fixed on 01.2019): *“Не будь просто татом. Будь принцесою. Будь принцем на коні. Будь конем. Ким би ти не був сьогодні, будь у формі з “Моршинською”* (*Do not just be a dad. Be a princess. Be a prince on horseback. Be a horse. Whomever you are today, be fit with “Morshynska”*).

At first, there is a misunderstanding, and only at the end, the situation is already identified. Usually, such inductors are used in the CA.

The second stage includes the metamodel inverted representatives, which are reversely used within the MM. It is a mirror reflection of the metamodel (O'Connor, 2013) and is the exact opposite of the metamodel. It aims not at the exact specification of speech and avoidance of deviations, but on optimizing the suggestive elements that focus mainly on the subconscious and hypnotic discourses. Basing on the general metamodel systematics had been distinguished the relevant components to the advertising mega-discourse, scilicet, act as hypnoinducers due to the powerful suggestion. Within the deletion process, had been considered nominalizations, non-specific verbs and nouns, judgments, and sense comparators to be the characteristic advertising hypnotic inducers, which is proved by the factual material of research.

Thus, nominalizations illustrate the transformation of a verb into an abstract, static noun, where the signs of dynamism, which are inherent for a verb, disappear. In such cases, there is an unconscious (most often) "concealment" of the action's effectiveness, since the speaker chooses a language category (noun) that is not naturally characterized by a temporal, effective mark, which reduces the relevance of the message's general dynamic feature. For example, in "Pantene" cosmetic products audio-visual advertisement ("STB" TV channel; fixed on 11.2018): *Миттєве збільшення густоти волосся за 14 днів. Захист без обтяження ... новий спрей допомагає захистити волосся від пошкоджень в результаті укладання* (*Instant increase in hair density in 14 days. No-encumbrance protection ... a new spray helps protect hair from damage as a result of styling*), nominalizations create a "slow", relaxed picture message. In "Party of Regions" political party audio-visual advertisement ("1+1" TV channel; fixed on 05.2018): *Покращення Вашого життя вже сьогодні* (*Improvement of your life today*) and others of a kind, nominalizations represent the lack of concreteness of both a particular outcome and a specific entity as the performer of the specific actions.

Attention should also be paid to non-specific verbs, which are characterized by a lack of semantic accentuation and a full distributive volume, which, in turn, allows their message interpretation, and depending on the context, the vector of their emotional evaluation in subjective perception may fluctuate, e.g., in "Party of Regions" political party visual advertisement (Odesa City; fixed on 01.2010): *Єдиний спосіб змінити ситуацію – обрати "Партію регіонів"* (*The only way to change the situation is to choose the "Party of Regions"*). PA, the "change" non-specific verb could be interpreted in different ways: both positive and negative.

Within the same limits, we also isolate non-specific nouns, the semantic structure of which allows the subjective filling of the objective form. First of all, they include nouns such as happiness, pleasure, enjoyment (in CA), freedom, patriotism, justice (in PA), security, future, protection (in SA), etc. For example, in "Trufalie" chocolate audio-visual advertisement ("1+1" TV channel; fixed on 09.2019): *Шоколад "Труфальє" ... що дарує насолоду витонченим смаком. Смакуй задоволення* (*"Trufalie" Chocolate ... which gives enjoyment of the delicate taste. Savor the pleasure*); in "SDPU(u)" political party visual advertisement (Kyiv City; fixed on 07.2010): *Свобода! Справедливість! Солідарність!* (*Freedom! Justice! Solidarity!*); in the social visual advertisement (Lviv City; fixed on 09.2018): *Майбутнє та наркотики несумісні* (*The future and drugs are incompatible*), and so on.

Within the deletion process, had been isolated judgments – statements that are expressed as if they were facts. The "hypothetical objectivity" of the statement's truth is not proved here by some facts but is a consequence of the speaker's subjective values and beliefs, most often illustrated by the adverbs of ascertaining semantics like: of course, obviously, clearly, e.g., "Samsung" appliances audio-visual

advertisement (“K1” TV channel; fixed on 11.2016): *Уявіть, що пральні машини, які піклуються про Вас, дійсно існують* (Imagine that the washing machines that take care of you really do exist).

The influential potential of sense comparators is determined by the contextual incompleteness of adequate comparative construction, which should contain three elements: the object, the subject of comparison, and the actual trait of the identified referent. In the case of the object reduction, the signature semantic justification remains uncertain, fuzzy, thus causing the semantic diffuseness effect. Such a model has powerful influential potential since it is provisional or inherent in other subjects in this range as an exclusive and constant for this referent. E.g., in “Florena Men” cosmetic products audio-visual advertisement (“Inter” TV channel; fixed on 12.2018): *Бальзам після гоління для чутливої шкіри “Florena Men” містить найефективніший комплекс вітамінів* (Aftershave balm for sensitive skin “Florena Men” contains the most effective complex of vitamins); in social visual advertisement (Kharkiv City; fixed on 02.2017): *Любов – найкращий засіб виховання!* (Love is the best mean of education!); in “Conscience Party of Ukraine” political party audio-visual advertisement (“1+1” TV channel; fixed on 07.2010): *Найвища честь жити за законами Совісті* (The highest honor to live according to the laws of Conscience), and others of a kind.

Thus, in the process of deletion, virtually all the relevant markers act as powerful advertising hypnotic inducers, the non-specific nouns, and comparatives playing the leading roles, carrying out a powerful intervention into the “individual’s emotional-volitional, psychodynamic, cognitive, communication and personal psyche spheres” (Kalmykov, 2017).

Within the generalization process, universal quantifiers are the maximally active units, including: adverbs with the locally-temporal conceptualized generalizations semantics (always, never, daily); pronouns with an indefinite reference index (all, each) connected by the so-called unity quantifier. For example, in “Maybelline” cosmetic products audio-visual advertisement (“Novy” TV channel; fixed on 11.2019): *Всі в захваті від тебе, а ти – від «Мейбелін»* (Everyone is excited about you, and you are about Maybelline); in “Motherland AUC” political party visual advertisement (Odesa City; fixed on 08.2014): *Гідність для кожного, справедливість для всіх!* (Dignity for everyone, justice for all!); in social visual advertisement (Odesa City; fixed on 03.2019): *ВІЛ/СНІД – проблема всього суспільства і вона торкається кожного з нас* (HIV/AIDS is a problem for the whole society, and it affects every one of us).

The generalization process contains modal words that are – lexical units marking the possibility/impossibility of carrying out certain actions (I can/cannot, possible/impossible, should/should not, must/must not), also the “only” and “just” particles. Semantics, which directs the person’s internal pointers in the only possible direction, which narrows the variability and outlook positions framework. Thus, limiting the behavioral responses amplitude, is the unifying pillar in the modal operators’ diversity. For example, in “Concorde Capital” investment company audio-visual advertisement (“STB” TV channel; fixed on 05.2017): *Успіх – це реалізація можливостей. Можливостями треба користуватися і ми знаємо, як це робити* (Success is the realization of opportunities. We need to use opportunities and we know how to do it); in Presidential candidate Olexandr Pabat visual advertisement (Kyiv City; fixed on 09.2018): *Майбутнє треба будувати, а не вигадувати* (The future must be built, not invented); in social visual advertisement (Odesa City; fixed on 10.2019): *Жодна дитина не повинна бути скривджена* (No child should be offended).

Therefore, in the process of generalization, lexical units are used that restrict the recipient from choosing certain behavioral actions, pointing in a particular direction that is favorable for the suggestion. Actual hypnotic inducers of the distortion process are represented by the “mind-reading”, presuppositions and complex equivalence markers.

The “mind-reading” hypnotic inducer is a distortion, in which the speaker is sure that he knows the other person’s internal state and desires, but without any evidence and sensory evaluation ability. These markers could be illustrated by the following advertisement slogans: *Бажаєте досягти бездоганності? ... “L’Oréal” у магазинах Вашого міста (Want to achieve flawlessness? ... “L’Oréal” is in your city’s shops)* (“L’Oreal” cosmetic products audio-visual advertisement, “2+2” TV channel; fixed on 06.2019); *Захворів? Сиди вдома! (Got sick? Stay home!)* (social visual advertisement, Lviv City; fixed on 12.2018); *Ви хочете ще п’ять років такого життя? (Do you want five more years of such life?)* (Presidential candidate Inna Bogoslovska visual advertisement, Kyiv City; fixed on 08.2010), where we isolate rhetorical questions that generally represent the problem – solution scenario.

Presuppositions are considered the most common distortion pattern. The advertising discourse usually features simple presuppositions implemented at the morphological markers level – ordinal numerals (first) and adjectives (new, old, present, real), etc., which provide the contradictory information objectification, reduce the need for additional argumentation, reduce the demand for additional argumentation, create a short but figuratively capacious text. For example, in the “Oleina” oil audio-visual advertisement (“STB” TV channel; fixed on 12.2018): *“Олейна”. Перший рафінований майонез в Україні. Справжня господиня знає, добрий майонез – це, в першу чергу, якісна соняшникова олія” (“Oleina”. The first refined mayonnaise in Ukraine. A real mistress knows that good mayonnaise is, first and foremost, quality sunflower oil)*, or in “Ukraine – Forward!” political party visual advertisement (Odesa City; fixed on 04.2012): *Нова економіка – нова країна. “Україна – Вперед!” (New economy is a new country. “Ukraine – Forward!”)*. Social advertisement usually does not utilize such markers.

Complex equivalence is interpreted as two statements connected in such a way that one directly follows from another. Therefore, the equivalence constructs complexes are realized in logical-semantic “linking” of objective contexts based on their elements’ different-vector meanings subjective convergence through the personal recognition of the truthfulness of the causal relations between the main and the derivative, the latter being subordinate to the expression predication (Kovalevska, 2008). They are fixed at the syntactic level (in particular, in complex sentences with subordination, conditions, etc.) in the “if ...”, “then ...”; “when ...”, “then ...” models: *Якщо вікна, то “Veka” (If these are windows, then these are “Veka”)* (“Veka” windows audio-visual advertisement, “ICTV” TV channel; fixed on 11.2019). It should be noted that the complex equivalence phenomena usually characterizes the CA, and are rarely recorded in PA and SA.

Therefore, the second phase of the Milton model consolidates the rapport, puts the recipient into a downtime state, and “prepares” them for a deeper trance in order to implement the hidden commands. The third MM stage (conducting) is characterized by implanting the hidden directives into the recipient’s subconsciousness in a non-directive form as the basis of Ericksonian hypnosis. Consequently, had been considering the hypnotic inductors of a complicated structure with hidden commands to be relevant at this stage: indirect (non-direct) inductions: built-in commands (hidden orders), built-in questions, negative commands, colloquial postulates; citations.

Within the indirect inductions’ paradigm, built-in commands like euphemistic compulsions are increasingly essential (Kovalevska, 2008). In this way, instead of a command in a hard imperative, its softened form is presented, for example, in the “Novy” technical appliances audio-visual advertisement (“Novy” TV channel; fixed on 12.2017): *“Nord” запрошує Вас скористатися технологіями майбутнього, які ми створюємо для Вас вже зараз” (“Nord” invites you to take advantage of the future technologies we create for you right now).*

Built-in questions that correlate to built-in commands (or the order hidden in the question) start the message, appealing to the person's general awareness, which, in turn, "pushes" them to consent, so as not to appear ignorant. As a rule, this hypnotic inductor features the following inversions: "do you know that ..."; "do you remember that ...", which in some way correlates with the "mind-reading" in the metamodel. For example, in the "Head & Shoulders" cosmetic products audio-visual advertisement ("K1" TV channel; fixed on 11.2015): *Чи знаєте Ви, що більшість звичайних шампунів лише змиває лупу з поверхні й не бореться з джерелом лупи? (Do you know that the majority of ordinary shampoos just wash dandruff off the surface and do not fight the dandruff source?).* The same is true for social audio-visual advertisement ("1+1" TV channel; fixed on 01.2018): *Чи варто грати власним життям? (Is it worth playing with your own life? (about drugs)).* A low number of such hypnotic inductors characterizes PA, since utilizing a question construction requires and time for reflection, determining one's future actions. The political advertising campaign is usually rather short, so the PA tends to provide ready-to-go conclusions and instructions, where even questions previously contain the answer, for example, in Presidential candidate Yuliia Tymoshenko audio-visual advertisement ("1+1" TV channel; fixed on 07.2010): *Хочеш такого президента? Ні? (портрет В. Януковича). Тоді прийди й проголосуй серцем! (Do you want such a president? No? (portrait of V. Yanukovich). Then come and vote with your heart!).*

It can mention that certain "mildness" and "correctness" of the hypnotic inductor in the CA, its brevity in the SA and excessive rigidity, directivity in the PA. Negative commands with negative particles (any, no) are perceived like this: if the command is presented in a negative form, then the recipient usually responds to the positive instruction, because it takes longer to comprehend the negative one (Miller & Johnson-Laird, 2014). Therefore, the use of negative particles (and their presence in the morphemic word composition) is one of the means of creating suggestions because it "inhibits" the perceptual processes activity. For example, in a social visual advertisement (Kyiv City; fixed on 07.2016): *Не ламай дерев! Будь людиною! Поважай себе! Не матюкайся! Будь людиною! Поважай себе! (Do not break trees! Be a man! Respect yourself! Do not swear! Be a man! Respect yourself!),* messages start with objections, negative commands, which can be decoded as a call to action, so the use of such hypnotic inductors requires maximum correctness. However, in a professionally made advertising, such negative teams have a programmable nature and allow for a positive answer, which is embedded in a negative construction, for example, in "Vorjomi" sparkling water audio-visual advertisement ("TET" TV channel; fixed on 12.2018): *Велич – у кожній пляшці "Боржомі". Ця Боржомська ущелина в Грузії – справжня велич природи, чи не так? (Greatness is in every bottle of "Vorjomi". This Vorjomi Gorge in Georgia is the true grandeur of nature, right?).*

Conversational postulates are formulations, which already contain a clear indication of the desired suggestion reaction without a direct request. For example, in "PUMB" bank water audio-visual advertisement ("ICTV" TV channel; fixed on 01.2019): *Гроші – це баланс. Ви дотримуетесь "золотої середини": накопичуйте, щоб витратити. Якщо одяг, то тільки хороший, якщо відпочинок, то лише один із комфортом (Money is balance. You stick to the "golden middle": save up to spend. If clothes, then only good ones, if rest, then only one with comfort),* each sentence marks an agreement, contains a clear indication of agreement with the information provided, and then a hidden, built-in command associated with the advertised object is submitted. The same sequence concept could be isolated in "People's Front" political party audio-visual advertisement ("1+1" TV channel; fixed on 07.2010): *Пери ніж зробити важливий крок у житті, кожен повертається до свого справжнього "я", де хтось народився і виріс ... Ми справді всі різні, але наша країна єдина, і ми повинні її зберегти. Подумайте про своє, подбайте про спільне (Before making an important step in life, everyone returns to their true self, where one was born and raised... We are*

really all different, but our country is one and we must preserve it. Think about your own, take care of the common).

Within the advertising megadiscourse, citations manifest either as a direct quotation of famous people or as an "appeal to authority", usually represented by modern "celebrities": actors, singers, athletes, TV stars, etc., for example, in the "Lipton" tea audio-visual advertisement ("K1" TV channel; fixed on 12.2016): *"Ліптон" у пірамідах перевершив мої сподівання. Патрісія Каас. ("Lipton" in pyramids exceeded my expectations. Patricia Kaas)*. Authorities are mainly represented by well-known politicians, writers and historical figures in "Motherland" political party audio-visual advertisement ("Ukraine" TV channel; fixed on 09.2014): *Борітеся – поборете! Вам Бог помагає! Т. Шевченко (Fight, and win you will! God doth help you! T. Shevchenko)* and by famous writers, stars in the social visual advertisement (Kyiv City; fixed on 03.2017): *На вулицях столиці мешкає 30 тисяч бродячих собак. "Ми несемо відповідальність за тих, кого приручили", – Антуан де Сент-Екзюпері (30 thousand stray dogs live on the streets of the capital. "We are responsible for those whom we have tamed", – Antoine de Saint-Exupéry)*. In such cases, we can relate to the psychological imitation phenomenon, where the recipient perceives the famous person's appeal and recommendations without any critical evaluation and subconsciously identifies with that person due to the "common" advertised product.

Thus, on the third stage of the Milton model, the unconscious is accessed, the recipient's trance is deepened and his programmed behavior is implanted with the help of directive hypnotic inductors.

4. Conclusions

Therefore, the suggestive expansion analysis within the advertising megadiscourse was carried out using the Milton model as a powerful hypnotic inducers system. The three-stage algorithm of advertising influence is established: affiliation, fixation and conducting, where perseveration, rhythm, overload and semantic uncertainty are recognized to be the substrate components. In the first stage of suggestion, one applies rhythm, VAK-predicates and truisms. The second stage contains complex hypnotic inductors (simple and advanced inductions, as well as functionally inverted metamodel representatives). The third stage is characterized by implanting the hidden orders into subconsciousness in a non-directive form as the basis of Ericksonian hypnosis, which involves the use of indirect (non-direct) inductions and citations. The polar valuation emotional lexical units are recognized as the constant hypnotic inductor of the advertising megadiscourse. Further studies of the influence phenomenon in advertising and other suggestogenic discourses (religious, legal, managerial, etc.), on one hand, will make it possible to construct contexts with predicted receptive characteristics, and on the other – will allow to identify the pathogenic text arrays, which would generally facilitate the empathization of both the individual and social-communicative existence.

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Reklam mega söyleminde öneri algoritması: hipnotik indüktörlerin sistematığı

Özet

Modern medyanın kitle bilinci / bilinçaltı üzerindeki etkisini en üst düzeye çıkarmak için, bu tür düşündürücü etkilerin genel mekaniklerini ve bileşenlerini belirlemek gerekli hale gelir. Makale, etkili iletişim türlerinden biri olan ve muhatabın kararlarını etkileyen reklam söylemine ayrılmıştır. Modern medyanın kitle bilinci / bilinçaltı üzerindeki etkisini en üst düzeye çıkarmak için, bu tür düşündürücü etkilerin genel mekaniklerini ve bileşenlerini belirlemek gerekli hale gelir. Makale, etkili iletişim türlerinden biri olan ve muhatabın kararlarını etkileyen reklam söylemine ayrılmıştır. Araştırma, modern iletişim sürekliliğinin güçlü unsurları olarak reklam mesajlarındaki ortak düşündürücü etkiler belirlemeyi amaçlamaktadır. Makale, reklam mega söyleminin etkili genişlemesinin uygulanması için üç aşamalı bir algoritma önermektedir: alt-egemen algıya odaklanan ve alıcının trans durumuna neden olan alt tabaka ve aşama hipnotik indüktörlerin yanı sıra bağlılık, sabitleme ve davranış. Araştırma, reklam materyalleri, düşündürücü dilbilimin metodolojik temeli, sinir dilbilimsel programlama ve Milton modeli temelinde gerçekleştirildi. Sonuç olarak, Milton'un modeli, reklam mesajlarında kullanılabilecek iletişimsel önerinin nöro-dilbilimsel bir alt tabakası olarak analiz edildi. Milton'un modelinin hipnotik indüktörleri - ticari, politik ve sosyal - reklamcılık mega söyleminin her türünde - vurgulanmış ve sistematik hale getirilmiştir.

Anahtar sözcükler: Milton modeli; bilinç; söylem; algı; nöro-dilbilimsel programlama.

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