

SEMANTIC VARIETY MANIPULATIVE AIMED COMPLEMENTARY EXPRESSION

Many modern works on linguistics based on the principle of anthropocentrism, whereby the link between language and meaning man appears as an active participant in the communication process. It is therefore not surprising significant increase in linguistic studies, which consider language not only as the primary means of communication, but also as a means of regulating behavior and modeling and correction inward man. From this perspective interesting to identify the specific operation of complementary expression in different discourses.

The main study of complementary angles statements are structural and semantic, sociolinguistic, ethnographic and cross-cultural. In general, complementary linguistic expression in the works or considered from the standpoint of the theory of speech acts and speech activity theory, or through the concept of politeness strategies to avoid conflict and consensus – as a means of convergence communicants, contact establish element method demonstrate good intentions. But apart from the function of expressing a positive attitude to the recipient, compliment, praise and approval may be taken to influence.

The purpose of the article – separation of semantic varieties complementary statements, manipulation, study ways and means of verbalization aimed manipulative positive assessment, compliments ascertain the proportion of different types of semantic manipulation contexts.

The quantitative data presented in the paper are based on an analysis of the author's filing with over 5000 pieces of text expression containing communicative events – facts of manipulative influence, done by continuous sampling of texts Ukrainian literature XIX–XXI centuries.

Among manipulative aimed complementary expression was separated semantic ten varieties. The largest semantic group among them are complementary statements regarding skills, abilities, capabilities and merits companion. The scope of operation of such statements is not limited to formal communication, but trace their dominance in situations of business interaction.

Complementary expression of different semantic groups differ in the frequency of operation of manipulative discourse and field of use. Impact on features verbalization positive values in situations manipulation features communicants by age, gender, status or position requires further scientific studies.