

COLLOQUIALISMS AS MANIPULATION TOOLS IN ENGLISH BUSINESS MEDIA DISCOURSE

Elena N. Malyuga

RUDN University, Moscow, Russia; malyuga-en@rudn.ru

Valentina Budinčić

Alpha BK University, Belgrade, Serbia; vvalentinab@yahoo.com

Elena I. Madinyan

RUDN University, Moscow, Russia; madinyan-ei@rudn.ru

Abstract: This research undertakes an explorative study into the manipulative potential of colloquialisms within the discourse of English-language business media. The premise of the research is grounded in the increasing infiltration of informal language into formal business media, postulating that such usage can be attributed to the manipulative capacity of colloquialisms. The study aims to answer critical questions such as the role of manipulative rhetoric in business media discourse, how colloquialisms can act as potent tools for manipulation, and the specific functions of these colloquialisms in their manipulative capacity. A quantitative linguistic analysis was performed on a corpus of 100 tokens of colloquialisms, sourced from leading business publications. The results revealed four main functions of colloquialisms: creating vivid imagery (45%), eliciting emotional responses (25%), creating a sense of familiarity (20%), and building rapport (10%). The implications of this research are substantial, as it unravels the strategic use of language in media discourse, thereby contributing to a deeper understanding of linguistic manipulation. The findings also offer avenues for further research in the evolving field of media discourse manipulation, particularly in the context of business communication.

Keywords: colloquialism; business media discourse; linguistic manipulation; manipulative potential; functional analysis

doi: 10.55959/MSU0130-0075-9-2023-47-06-5

Funding: The article was prepared with the support of the Russian Science Foundation Project No. 23-28-00505 “Manipulative rhetoric in modern English business media discourse: the functional pragmatic analysis”.

For citation: Malyuga E.N., Budinčić V., Madinyan E.I. (2023) Colloquialisms as Manipulation Tools in English Business Media Discourse. *Lomonosov Philology Journal. Series 9. Philology*, no. 6, pp. 52–68.

КОЛЛОКВИАЛИЗМЫ КАК ИНСТРУМЕНТЫ МАНИПУЛЯЦИИ В АНГЛОЯЗЫЧНОМ ДИСКУРСЕ БИЗНЕС-МЕДИА

Е.Н. Малюга

*Российский университет дружбы народов имени Патриса Лумумбы, Москва,
Россия; malyuga-en@rudn.ru*

В. Будинчич

Университет Альфа БК, Белград, Сербия; vvalentinab@yahoo.com

Е.И. Мадиян

*Российский университет дружбы народов имени Патриса Лумумбы, Москва,
Россия; madiyan-ei@rudn.ru*

Аннотация: В статье исследуется манипулятивный потенциал коллоквиализмов в дискурсе англоязычных бизнес-медиа. Согласно гипотезе исследования, неформальные языковые средства все чаще используются в текстах формальных деловых СМИ, что объясняется потенциалом коллоквиализмов как манипулятивных языковых инструментов. Целью исследования является поиск ответов на наиболее актуальные вопросы, связанные с ролью манипулятивной риторики в дискурсе деловых СМИ, эффективностью коллоквиализмов как действенных инструментов манипуляции, а также конкретными функциями коллоквиализма как средства воздействия. Количественный лингвистический анализ был проведен на базе корпуса, состоящего из 100 коллоквиализмов, найденных в текстах ведущих деловых изданий. В соответствии с результатами исследования, в работе выделяются четыре основные функции коллоквиализмов: создание ярких образов (45 %), провоцирование эмоциональных реакций (25 %), стимулирование чувства близости между автором и читателем (20 %) и построение взаимопонимания (10 %). Результаты исследования могут найти широкое применение, поскольку оно раскрывает стратегическое использование языка в медиадискурсе, тем самым способствуя более глубокому пониманию языковой манипуляции. Полученные результаты также открывают возможности для проведения дальнейших исследований в развивающейся области манипулирования в текстах медиадискурса, особенно в контексте делового общения.

Ключевые слова: коллоквиализм; дискурс бизнес-медиа; языковая манипуляция; манипулятивный потенциал; функциональный анализ

Финансирование: Статья подготовлена при поддержке проекта Российского научного фонда № 23-28-00505 «Манипулятивная риторика в современном английском бизнес-медийном дискурсе: функционально-прагматический анализ».

Для цитирования: Малюга Е.Н., Будинчич В., Мадиян Е.И. Коллоквиализмы как инструменты манипуляции в англоязычном дискурсе бизнес-медиа // Вестн. Моск. ун-та. Серия 9. Филология. 2023. № 6. С. 52–68.

1. INTRODUCTION

The increasing prevalence of colloquialisms within English business media discourse presents an intriguing linguistic phenomenon warranting scholarly exploration. Colloquialisms, traditionally understood as informal language tokens often reflective of regional vernacular, are increasingly seeping into the formal and globally oriented domain of English business media discourse. This development could be linked to the strategic value of colloquialisms as manipulation tools designed to exert influence over audiences, shape perceptions, and subtly guide behavior. Thus, the study intends to investigate the manipulative potential of colloquialisms within English business media discourse.

While previous research has acknowledged the manipulation capabilities of rhetoric in media discourse, the unique properties of colloquialisms, and their specific functional capacity in business media remain underexplored. This paper aims to bridge this gap by defining the role of manipulative rhetoric in English business media discourse, ascertaining the potential of colloquialisms as manipulation tools, and analyzing the functions of colloquialisms in English business media discourse in the context of their manipulative potential. To that end, the study shall focus on English-language periodicals dealing with business issues, offering a wide range of examples and perspectives.

2. THEORETICAL BACKGROUND

Media discourse, encompassing domains such as news reporting, commentary, entertainment, and advertising [Romanova, Smirnova 2019], offers an extensive platform for sociolinguistic investigation and multidisciplinary exploration. While it plays a pivotal role in informing and educating audiences, it also harbors the potential for manipulation.

Media discourse has been subjected to extensive scrutiny since the 1990s, with numerous studies exploring language usage from various perspectives. Key studies have delved into overarching aspects of media discourse [Fairclough 1995; Talbot 2007; Wodak, Meyer 2009], while others have focused on specific facets such as its intersection with elite discourse and racism [Van Dijk 1993], political discourse [Murashova 2021], language and control [Lewis 2019], cognition [Grishechko 2023], modern culture [Popova 2018], media speech [Dobrosklonskaya 2020; Ksenzenko, Mendzheritskaya 2021], and academia [Malyuga, Grishechko 2021].

Business communication became a focal point of academic interest in the latter half of the 20th century, with research gradually transitioning from language description to the exploration of language within its contextual framework. The concept of Business Linguistics was proposed in 2010, and it was defined as a field investigating the role and function

of language within a business context, with an emphasis on identifying manipulative mechanisms [Daniushina 2010; Nazarova 2022].

Manipulation, particularly through linguistic and para-linguistic means, has been a longstanding subject of interest. For example, studies by Dykstra [2019], Koller [2005], and Dubrovskaya and Yuskaeva [2022] explored the manipulative potential of language in varying contexts. Akopova [2023], and Bezrukov and Vshachkova [2023] further investigated the expressive, persuasive, and trust-establishing mechanisms within professional discourse.

Overall, existing literature suggests that manipulation, whether explicit or implicit, is integral to business communication.

The term ‘colloquialism’ refers to a type of informal language that is characteristic of casual conversations. It is often conflated with ‘slang’, both referring to stylistically marked types of language use. However, colloquialisms extend beyond informal contexts and have become a common feature of media discourse, contributing to accessibility, informality, and familiarity of the content. They are often used as a tool to sensationalize stories, influence public perception, and ultimately serve a manipulative purpose [Peluso 2021].

In contrast, ‘manipulation’ generally denotes a clever or dishonest attempt to influence or control someone’s behavior [Akopova 2016]. Linguistic research identifies manipulation as intentional, covert efforts by a speaker to elicit specific responses from the audience to benefit themselves [Grishechko, Akopova 2016].

Mass media exerts cognitive, affective, and behavioral effects on audiences through the manipulation of information, facilitated by methods such as the creation of polysemantic structures, the use of varying title sizes, styles, and placements.

Colloquialisms contribute to these manipulative efforts. When inserted into formal discourse, they can establish trust and rapport, and serve as manipulative linguistic strategies. Previous research has hinted at the manipulative potential of colloquialisms [Malyuga, Orlova 2016], though none has explicitly focused on colloquialisms as a tool of manipulation in business media discourse. However, studies such as those by Gutiérrez [2015] and Malyuga and McCarthy [2020] have implicitly explored this potential, highlighting the role of stereotypes, metaphors, idioms, and euphemisms in shaping perceptions and relationships.

3. MATERIAL AND METHODS

3.1. Data collection

The initial phase of the research involved the collation of a representative sample of English-language periodicals with a focus on business

issues. From these periodicals, articles were randomly selected, ensuring a blend of various article types such as news reports, opinion pieces, and editorials. This stratagem was employed to ensure the broadest possible representation of discourse styles in business media. Subsequently, within each selected article, instances of colloquial language were identified and marked for further analysis.

3.2. Data analysis

Following the compilation of data, a content analysis of the chosen articles was conducted, with the identified colloquialisms constituting the unit of analysis. Each colloquialism was categorized according to its perceived function within the text. These functions were sorted into classifications such as creating familiarity with the audience, appealing to emotions, and establishing rapport with the reader.

Additionally, the frequency of each type of colloquialism employed in the selected articles was calculated. This information was subsequently subjected to statistical analysis, aimed at discerning any significant patterns or trends. Such analysis serves to elucidate the prevalence of certain colloquial functions and their propensity for use in various types of articles.

3.3. Procedures

The research process was undertaken systematically, beginning with the collection of a diverse sample. This comprised 50 English-language periodicals focusing on business-related themes. From this broad range of resources, a diverse array of 20 articles was randomly selected. This assortment was intentional to ensure a mix of article types and thus a wide representation of discourse styles within the business media realm.

Following this selection, a meticulous examination of each article was performed. A key part of this phase was the marking of instances where colloquial language was utilized. This allowed for a targeted analysis of the colloquialisms within the business discourse context. The resulting dataset comprised 100 tokens eligible for analysis.

The next stage was the development of a coding scheme for these identified colloquialisms. This scheme accounted for various categories based on the colloquialism's function within the text, facilitating a detailed and structured functional linguistic analysis.

The identified colloquialisms were then coded according to this established scheme, providing a systematic way to compare and contrast usage across the selected articles. Concurrently, the frequency of each type of colloquialism used within these articles was calculated. This quantitative approach contributed to a better understanding of the prevalence and role of colloquialisms in business media discourse.

Finally, the resulting data from the analysis was interpreted, allowing for meaningful conclusions to be drawn regarding the manipulative potential of colloquialisms in the context of English business media discourse. This comprehensive procedure ensured an in-depth and robust exploration of the research questions posed in this study.

4. STUDY RESULTS

The following analysis outlines the functional impact of colloquialisms in English-language business periodicals, including renowned publications such as *The Guardian*, *Forbes*, and the *Harvard Business Review*. A comprehensive review of articles categorized under headings such as Business, Economy, Markets, and Opinion columns provides evidence of diverse functional roles colloquialisms play, contributing significantly to a manipulative effect on readers.

The study has identified four primary functional categories labelled as “creating vivid imagery”, “appealing to emotion”, “creating a sense of familiarity”, and “building rapport”. These functions serve to enhance the communicative effect, rendering the business news more vibrant, memorable, and persuasive. A systematic analysis of the selected examples has also revealed their linguistic composition covering a diverse range of verbs, phrasal verbs, adjectives, nouns, and phrases replete with emotional and evaluative connotations.

4.1. Creating vivid imagery

The most prevalent function of colloquialisms found in our study was the creation of vivid images in the reader’s mind. This function was observed in 45 instances (45%) out of a total of 100 analyzed tokens. Authors frequently utilized colloquialisms to engage the readers’ imagination and paint a clear and precise picture of the intended message.

For example, in “*The decision comes ahead of the annual NATO summit in Vilnius next week and at a critical time for the alliance and European security*” [Hart 2023], the phrasal verb ‘to come ahead of’ implies that the unfolding scenario is progressing rapidly. This usage facilitates the construction of a compelling narrative image of continuous movement, subtly reassuring readers that proactive steps are underway in preparation for the upcoming summit.

In “*It may feel incredibly challenging to decline a more powerful colleague’s request. But in any interaction, a framing effect takes place where each party is sizing up who has more power and influence*” [Chhaya 2023], the author employs the phrasal verb ‘to size up’, which is derived from an explicit metaphor. This usage creates a tangible image of a power struggle, highlighting the intense competitiveness within professional environ-

ments, further emphasized by the keywords ‘challenging’, ‘power’, and ‘influence’.

In “*This colleague would frequently cite her interactions with their shared boss as a way of justifying her power and drop their name while making requests that purely served her*” [Chhaya 2023], the idiom ‘to drop names’ is used to underline the importance of workplace connections. It conjures up an image of casually using influential names to one’s advantage, thereby rendering this phrase a powerful tool for creating mental imagery.

In “*The stock market was admirably brutal with companies such as Serco: it whacked the share price down 90%, thereby inflicting necessary pain on owners; it forced management change; then it became possible to raise funds*” [Pratley 2023], the colloquial verb ‘to whack’ amplifies the dramatic plummet of the share price. The use of this verb creates a tangible picture of a heavy blow, facilitating the reader’s understanding of the severity of the situation.

In “*There are signs that many buyers are opting for variable-rate mortgages in the hope that the Bank of England will take its foot off the brake once inflation starts to come down*” [Elliott 2023], the idiom ‘to take one’s foot off the brake’ is used to evoke a vivid picture of acceleration or ease of restrictions. By juxtaposing it with ‘to come down’, the author employs antithesis to compare the banking procedures with the automotive industry, emphasizing speed and precision.

Finally, in “*Warren Hogan, an economist at Judo Bank who predicted Tuesday’s pause, reckons Australia’s rates remain ‘out of whack’ with overseas counterparts. One reason is the surge of migration that will shoehorn in more than 700,000 people*” [Hannam 2023], the verb ‘to shoehorn’ conjures up the image of squeezing into tight shoes. This colloquial usage creates a vivid mental picture of the influx of immigrants being squeezed or forced into an already tight space.

The most notable examples of colloquialisms categorized as fulfilling the function of creating vivid imagery for manipulative purposes include: ‘come ahead of’, ‘size up’, ‘drop names’, ‘whack the share price’, ‘take one’s foot off the brake’, ‘out of whack’, ‘shoehorn in’, ‘sink or swim’, ‘cut to the chase’, ‘tipping point’, ‘in the driver’s seat’, ‘in the red’, ‘level playing field’, ‘break the ice’, ‘ride the wave’.

4.2. Appealing to emotion

Colloquialisms also served as a powerful tool to elicit emotional responses from the readers. We identified this function in 25 instances (25%). Authors manipulated emotions to sway readers’ sentiments in certain directions.

In the sentence, “*Jens Stoltenberg will lead NATO for another year after member states agreed to extend his term for the fourth time, according to*

a statement on the alliance’s website, giving leaders time to rally around a successor and offering stability at a key and testing time for the alliance” [Hart 2023], the use of the phrasal verb ‘to rally around’ — which implies unity or gathering for a cause — elicits a strong emotional response. Traditionally applied in contexts associated with protests or fights for rights, it here suggests positive connotations, invoking an image of staunch support for a leader amid uncertain times. The use of this colloquial phrase leverages emotional appeal to enhance the perceived solidarity within the alliance.

The phrase “*It’s not happening. Mondays and Fridays are dead*” [Kollewe 2023] uses the colloquial lexical unit ‘dead’ to mean unprofitable, silent, or void of activity. Such language, used to express lack of business, is designed to evoke strong negative emotions, painting a vivid picture of a failing economic environment. This emotionally charged language creates a palpable sense of bleakness, magnifying the situation’s gravity.

In the statement, “*HSBC will ditch its 45-floor skyscraper at 8 Canada Square when the lease expires in 2027 and move to an office near St Paul’s Cathedral that’s roughly half the size, following in the footsteps of other companies such as the law firm Clifford Chance*” [Kollewe 2023], the verb ‘to ditch’ is employed to dramatize the act of HSBC leaving its skyscraper headquarters. This informal lexical unit, typically indicating a deliberate action out of annoyance, conveys a sense of finality and detachment, thus generating a powerful emotional impact on the reader.

Finally, the phrasal verb ‘to shake off’ used in “*the decision says a lot about demand for office space post-pandemic, and the sterile perception of Canary Wharf that the developer’s management is desperately trying to shake off*” [Kollewe 2023] further emphasizes the negative emotional implications. This colloquial phrase is often associated with unpleasant elements that one wishes to discard; hence it underscores the management’s fervent desire to alter Canary Wharf’s unfavorable perception. This choice of language contributes to the emotional resonance of the piece, demonstrating the effectiveness of colloquial language in conveying the sentiment of an organization or situation.

The most notable examples of colloquialisms categorized as fulfilling the function of appealing to emotion for manipulative purposes include: ‘jump to the rescue’, ‘pull strings’, ‘hold your horses’, ‘keep your cool’, ‘stab in the back’, ‘hot under the collar’, ‘bend over backwards’, ‘spill the beans’, ‘close to the chest’, ‘twist the knife’, ‘wear your heart on your sleeve’, ‘turn a blind eye’, ‘have a bone to pick’, ‘pull the rug’, ‘bite the bullet’.

4.3. Creating a sense of familiarity

Creating a sense of familiarity with the audience was another significant function of colloquialisms observed in the data. This occurred in 20

instances (20%). Authors were able to make their texts more relatable by employing common phrases or idioms familiar to the target readership. This allowed them to establish a common ground and ensure their message resonated more deeply.

The phrasal verb ‘to be lined up’ in the example *“His first mandate was extended owing to strong support from key powers like Washington, London, Berlin and Paris and it was extended again in 2019 and 2022 — when he already had a job lined up at Norway’s central bank”* [Hart 2023] serves to induce familiarity in the reader. The verb ‘line’, which is universally understood, serves to create an image of a job waiting in the wings. The author’s utilization of this colloquialism draws a parallel between the operations of an entity as complex as NATO and the reader’s routine tasks, thus making the process seem more relatable and personal. This functional use of the colloquialism serves to bridge the perceptual gap between the reader’s daily life and the workings of an international organization, thereby increasing the accessibility and familiarity of the content.

The phrase ‘to be privy to the chatter’ in *“One of my clients was an SVP at a technology company who was privy to the chatter across the organization about the CEO’s lack of decisiveness and how it was creating confusion for employees and teams”* [Chhaya 2023] serves a similar purpose. The underlying humor here lies in the juxtaposition of the exclusive connotation of ‘being privy’ with the ubiquitous ‘chatter across the organization’. This subtle incongruity helps to create a bond with the reader by using the colloquial ‘chatter’ that resonates with everyday life experiences.

Another example *“When your colleague asks you that oft-repeated question, ‘Why should we hire you for this job?’ your first instinct may be to prove your value to their satisfaction, even though you and they know that most everyone is applying for jobs because of the reorganization, not because they wanted to try something new”* [Chhaya 2023] illustrates the use of contraction to instill familiarity. ‘Oft’ here is part of the compound adjective ‘oft-repeated’. The contraction technique aligns with the colloquial language economy rule, which resonates in contexts where repetition is frequent. It effectively mirrors a familiar speech pattern, fostering an informal, relatable atmosphere within the formal structure of business discourse.

The most notable examples of colloquialisms categorized as fulfilling the function of creating a sense of familiarity for manipulative purposes include: ‘the ball is in your court’, ‘bite off more than you can chew’, ‘break a leg’, ‘burning the midnight oil’, ‘the elephant in the room’, ‘getting cold feet’, ‘in the same boat’, ‘kill two birds with one stone’, ‘last straw’, ‘miss the boat’, ‘no-brainer’, ‘off the record’, ‘on the back burner’, ‘peas in a pod’, ‘step up your game’.

4.4. Building rapport

In 10 instances (10%), colloquialisms were employed to build rapport with the reader. Here, authors used colloquial phrases in ways that mimicked direct conversation with the reader, thereby fostering a sense of dialogue and connection.

In “*So, the next time you sense your colleague is overly exerting their power over you (for instance, making another last-minute request even though they have been inaccessible for yours), it may be a good idea to not immediately drop what you’re doing and jump to the rescue*” [Chhaya 2023], an antithesis is formed by contrasting the actions of discontinuing (‘to drop’) and initiating (‘to jump to’). This direct appeal to the readers helps them imagine themselves in the described scenario, thereby building a connection and enhancing the manipulative effect of the text.

In the example, “*I worked with a leader who struggled to be seen as a ‘strategic’ executive and was continuously downplayed for higher level roles by HR when succession planning discussions took place. But in truth, he was quite innovative and eager to contribute to more forward-looking aspects of the business; it was because he was so good at operational execution that HR and his boss didn’t want to rock the boat through a promotion*” [Chhaya 2023], the idiom ‘to rock the boat’ is employed. This vivid metaphor compares the impact of organizational decisions to a boat being disturbed by a storm. The use of personal pronouns and anecdotal evidence from the author’s own experience helps establish rapport with the reader, making the overall message more relatable and memorable.

In the sentence, “*Instead, take a beat and say something like, ‘Actually, I’m not sure you should hire me just yet. I’d like to explore if there’s a mutual fit between my experience and your vision of where this team is going’*” [Chhaya 2023], the idiomatic phrase ‘to take a beat’ prompts the reader to pause and reflect. Used in the imperative mood, this colloquialism directly addresses the reader, creating an emotional bond and persuasively guiding them towards a particular course of action, further fostering a sense of connection between the author and the reader.

The most notable examples of colloquialisms categorized as fulfilling the function of building rapport for manipulative purposes include: ‘take a beat’, ‘rock the boat’, ‘touch base’, ‘shoot the breeze’, ‘call the shots’, ‘get the ball rolling’, ‘go the extra mile’, ‘in the same boat’, ‘jump on the bandwagon’, ‘keep someone in the loop’, ‘lend a hand’, ‘make a long story short’, ‘not beat around the bush’, ‘pull someone’s leg’, ‘take it with a grain of salt’.

5. DISCUSSION

The findings from the above research illuminate the multifaceted manipulative potential of colloquialisms found in business media discourse, showcasing colloquial expressions as versatile linguistic tools,

impacting readers' perceptions, attitudes, and decision-making processes in diverse ways.

Colloquialisms, as observed in our study, play an important role in crafting persuasive messages by evoking vivid mental images. Semantic richness, inherent in colloquial expressions, adds layers of meaning that resonate with readers and boost the message's manipulative potential. For instance, the phrase 'to come ahead of' implies a sense of urgency and priority, whereby readers are influenced to prioritize the mentioned event or decision without the need for explicit instructions. The art of persuasion through colloquialisms lies in this ability to communicate intentions while maintaining a degree of subtlety, relying on the reader's capacity to infer implied meanings. The figurative language used in colloquialisms, such as metaphors and idioms, goes beyond literal descriptions, creating persuasive imagery that captures attention and strengthens the overall impact of the discourse. Additionally, contextual appropriateness ensures that colloquialisms fit seamlessly into the discourse, making the language appear natural and credible to readers. All these factors collectively illustrate how colloquialisms wield manipulative potential through the creation of persuasive imagery.

Moving beyond imagery, colloquialisms serve as powerful tools to elicit emotional responses from readers. The examples provided in our study demonstrate how colloquial expressions can evoke strong emotional reactions. For instance, the use of 'to rally around' in the context of leadership extends an invitation for readers to emotionally invest in the portrayed unity. Emotions, as fundamental drivers of human behavior, have a significant influence on decision-making processes. Colloquialisms, by leveraging emotional appeal, can sway readers' sentiments and guide them towards the desired perspective or action.

Our study underscores how colloquialisms help authors establish a sense of familiarity with their audience. By employing common phrases or idioms familiar to the target readership, authors bridge the gap between formal discourse and everyday communication. This relatability builds a deeper connection with readers, making the message more relatable and memorable, for readers are more likely to engage with and be influenced by language that mirrors their daily interactions. For example, the colloquial expression 'to be privy to the chatter' resonates with readers familiar with office dynamics. This common workplace phrase not only adds familiarity but also conveys insider knowledge, creating a relatable atmosphere within the formal structure of business discourse. Colloquialisms, in this regard, facilitate a sense of familiarity that enhances the persuasive impact and, hence, the manipulative potential of the discourse.

In the realm of business discourse, colloquialisms are employed to build rapport with the reader as they mimic direct conversation, creating

a sense of dialogue and connection between the author and the reader. The use of personal pronouns and anecdotal evidence fosters rapport by making the message more relatable and memorable. For example, the use of 'you' creates a direct appeal to the reader, making them envision themselves in the described situation. This sense of connection enhances the persuasive influence of the discourse, as readers are more likely to be receptive to messages that resonate with them on a personal level.

Thus, the research demonstrates that colloquialisms are not merely linguistic quirks but strategic tools carrying subtle, yet powerful manipulative potential within business media discourse. Through the creation of vivid imagery, the elicitation of emotions, the establishment of familiarity, and the building of rapport, colloquialisms covertly manipulate readers' perceptions and guide their interpretations, attitudes, and decisions. Understanding these mechanisms can make us better equipped to recognize manipulative rhetoric in business media discourse.

6. CONCLUSION

This study aimed to uncover the nuanced usage of colloquialisms as a manipulative device within the discourse of business media. Revisiting our hypothesis, we postulated that the infusion of colloquial language into the English business media discourse could be substantially attributed to its latent manipulative potential. Central questions guided our exploration: what is the role of manipulative rhetoric in business media discourse? How do colloquialisms facilitate manipulation? And, importantly, what specific functions do colloquialisms perform within the scope of their manipulative power?

Study results reinforce the multi-faceted nature of colloquialisms in written discourse. Their usage transcends simple communication of meaning. Out of the total 100 tokens of colloquialisms analyzed, we found that 45% served to create vivid imagery, thus engaging readers' imagination and painting a detailed mental picture. Emotional appeal, identified in 25% of instances, played a substantial role, manipulating readers' feelings to guide their sentiments in the intended direction. Moreover, colloquialisms established a sense of familiarity in 20% of cases, making content more relatable and resonant for the target readership. The establishment of a dialogue and a sense of connection with the audience, which we categorize as building rapport, was observed in 10% of instances.

These findings not only elucidate the manipulative prowess of colloquialisms but also highlight their key functions in business media discourse, thereby offering a more subtle comprehension of how the fusion of formal and informal language styles shapes reader perception and response. This study contributes to the expanding field of linguistics and communication studies by providing a deeper understanding of the stra-

tegic use of language in shaping public opinion, thereby setting the stage for further explorations in the sphere of media discourse manipulation.

REFERENCES

1. *Akopova A.S.* Manipulation as a component of efficient communication // The Humanities and Social Sciences. 2016. № 6. P. 33–39. DOI: 10.18522/2070-1403-2016-59-6-21-25. EDN: YHCPDN.
2. *Akopova A.S.* Euphemism construction in English: thematic classification and statistical analysis // Issues of Applied Linguistics. 2023. № 50. P. 28–51. DOI: 10.25076/vpl.50.02. EDN: LFKHJA.
3. *Bezrukov V.A., Shachkova I.Yu.* Manipulations with objects in an altered state of consciousness and their nomination in stage remarks (on the material of the English language) // Issues of Applied Linguistics. 2023. № 50. P. 52–73. DOI: 10.25076/vpl.50.03. EDN: TDRIAK.
4. *Daniushina Y.V.* Business linguistics and business discourse // Calidoscopio. 2010. № 8 (3). P. 241–247. DOI: 10.4013/cld.2010.83.08.
5. *Dobrosklonskaya T.G.* Medialinguistics: modern trends in studying language in the media // Moscow University Bulletin. Series 19: Linguistics and Intercultural Communication. 2020. № 4. P. 26–38. EDN: GDKUAD.
6. *Dubrovskaya T.V., Yuskaeva E.I.* Language aggression in virtual professional communities // Training, Language and Culture. 2022. № 6 (4). P. 62–72. DOI: 10.22363/2521-442X-2022-6-4-62-72. EDN: DORTFW.
7. *Dykstra A.* Critical reading of online news commentary headlines: stylistic and pragmatic aspects // Topics in Linguistics. 2019. № 20 (2). P. 90–105. DOI: 10.2478/topling-2019-0011.
8. *Fairclough N.* Media discourse. London, 1995.
9. *Grishechko E.G.* Language and cognition behind simile construction: a Python-powered corpus research // Training, Language and Culture. 2023. № 7 (2). P. 80–92. DOI: 10.22363/2521-442X-2023-7-2-80-92. EDN: FDBRDZ.
10. *Grishechko O.S., Akopova A.S.* The concept of precedent phenomena and their role in shaping social consciousness // Philological Sciences: Issues of Theory and Practice. 2016. № 12-1 (66). P. 71–74. EDN: WYQOAD.
11. *Gutiérrez R.E.* Stereotypes in Czech phraseology: nations and ethnic groups // Topics in Linguistics. 2015. № 16. P. 17–28. DOI: 10.2478/topling-2015-0008.
12. *Koller V.* Designing cognition: visual metaphor as a design feature in business magazines // Information Design Journal. 2005. № 13 (2). P. 136–150. DOI: 10.1075/idjdd.13.2.07kol.
13. *Ksenzenko O., Mendzheritskaya E.* Contemporary media sphere from a linguocognitive viewpoint // Moscow University Bulletin. Series 9: Philology. 2021. № 5. P. 100–110. EDN: ORYVJQ.
14. *Lewis R.D.* The cultural imperative: global trends in the 21st century // Training, Language and Culture. 2019. № 3 (3). P. 8–20. DOI: 10.29366/2019tlc.3.3.1. EDN: HROBEW.
15. *Malyuga E.N., Grishechko E.G.* How to build the foundation for a successful research journal: Training, Language and Culture best practices // Science Editor and Publisher. 2021. № 6 (1). P. 48–58. DOI: 10.24069/2542-0267-2021-1-48-58. EDN: PSSVNS.
16. *Malyuga E.N., McCarthy M.* Non-minimal response tokens in English and Russian professional discourse: a comparative study // Voprosy Jazykoznanija. 2020. № 4. P. 70–86. DOI: 10.31857/0373-658X.2020.4.70-86. EDN: LEQTVN.

17. *Malyuga E.N., Orlova S.N.* Teaching professional English terminology to students of economic universities // Proceedings of the 8th International Conference on Education and New Learning Technologies EDULEARN16. Barcelona: IATED, 2016. P. 7236–7241. EDN: WJOQML.
18. *Murashova E.P.* The role of the cognitive metaphor in the hybridisation of marketing and political discourses: an analysis of English-language political advertising // Training, Language and Culture. 2021. № 5 (2). P. 22–36. DOI: 10.22363/2521-442X-2021-5-2-22-36. EDN: NRDNHR.
19. *Nazarova T.B.* Special phraseology in business English vocabulary: forms and functions // Journal of Siberian Federal University. Humanities And Social Sciences. 2022. № 15 (12). P. 1908–1917. DOI: 10.17516/1997-1370-0545. EDN: GGCDFM.
20. *Popova K.V.* Persuasion strategy in online social advertising // Training, Language and Culture. 2018. № 2 (2). P. 55–65. DOI: 10.29366/2018tlc.2.2.4. EDN: ZBEJRB.
21. *Peluso M.* The functional approach, semiotics and professional discourse // Training, Language and Culture. 2021. № 5 (2). P. 62–72. DOI: 10.22363/2521-442X-2021-5-2-62-72. EDN: UAFUAF.
22. *Romanova I.D., Smirnova I.V.* Persuasive techniques in advertising // Training, Language and Culture. 2019. № 3 (2). P. 55–70. DOI: 10.29366/2019tlc.3.2.4. EDN: IHYCBA.
23. *Talbot M.* Media discourse: interpretation and interaction. Edinburgh: Edinburgh University Press, 2007.
24. *Van Dijk T.A.* Elite discourse and racism. Newbury Park: Sage, 1993.
25. *Wodak R., Meyer M.* Critical discourse studies: a sociocognitive approach // Methods of critical discourse analysis. Thousand Oaks, 2009. P. 62–86.

SOURCES OF EXAMPLES

1. Chhaya N. *4 Ways to Earn the Respect of a More Powerful Colleague*. Harvard Business Review. URL: <https://hbr.org/2023/07/4-ways-to-earn-the-respect-of-a-more-powerful-colleague> (accessed: 14.07.2023).
2. Elliott L. *Risks of UK housing crash rising by the day as fixed-rate mortgage deals end*. The Guardian. URL: <https://www.theguardian.com/business/2023/jul/04/risks-of-a-uk-housing-crash-rising-by-the-day-as-fixed-rate-mortgage-deals-end> (accessed: 8.07.2023).
3. Hannam P. *Enjoy it while you can: July's RBA rate pause is likely to be fleeting, unless a lot goes right*. The Guardian. URL: <https://www.theguardian.com/australia-news/2023/jul/04/inflation-july-rba-interest-rate-pause-analysis> (accessed: 8.07.2023).
4. Hart R. *NATO extends Jens Stoltenberg's term as chief as allies remain divided over successor*. Forbes. URL: <https://www.forbes.com/sites/roberthart/2023/07/04/nato-extends-jens-stoltenbergs-term-as-chief-as-allies-remain-divided-over-successor/?sh=50e71da1221e> (accessed: 15.07.2023).
5. Kollwe J. *It has lost its appeal: Canary Wharf faces an uncertain future*. The Guardian. URL: <https://www.theguardian.com/business/2023/jul/05/it-has-lost-its-appeal-canary-wharf-faces-an-uncertain-future> (accessed: 10.07.2023).
6. Pratley N. *Private equity is failing water companies again. Get these firms back on the stock market*. The Guardian. URL: <https://www.theguardian.com/business/nils-pratley-on-finance/2023/jul/05/the-best-way-to-save-thames-water-list-it-on-the-stock-market> (accessed: 10.07.2023).

СПИСОК ЛИТЕРАТУРЫ

1. *Акопова А.С.* Манипуляция как компонент эффективной коммуникации // Гуманитарные и социальные науки. 2016. № 6. С. 33–39. DOI: 10.18522/2070-1403-2016-59-6-21-25. EDN: YHCPDN.
2. *Акопова А.С.* Формирование эвфемизмов в английском языке: Тематическая классификация и статистический анализ // Вопросы прикладной лингвистики. 2023. № 50. С. 28–51. DOI: 10.25076/vpl.50.02. EDN: LFKHJA.
3. *Безруков В.А., Шачкова И.Ю.* Манипуляции с предметами в измененном состоянии сознания и их номинация в авторских ремарках (на материале английского языка) // Вопросы прикладной лингвистики. 2023. № 50. С. 52–73. DOI: 10.25076/vpl.50.03. EDN: TDRIAK.
4. *Daniushina Y.V.* Business linguistics and business discourse // Calidoscopio. 2010. № 8 (3). P. 241–247. DOI: 10.4013/cld.2010.83.08.
5. *Добросклонская Т.Г.* Медиалингвистика: актуальные направления изучения медиаречи // Вестник Московского университета. Серия 19: Лингвистика и межкультурная коммуникация. 2020. № 4. С. 26–38. EDN: GDKUAD.
6. *Dubrovskaya T.V., Yuskaeva E.I.* Language aggression in virtual professional communities // Training, Language and Culture. 2022. № 6 (4). P. 62–72. DOI: 10.22363/2521-442X-2022-6-4-62-72. EDN: DORTFW.
7. *Dykstra A.* Critical reading of online news commentary headlines: stylistic and pragmatic aspects // Topics in Linguistics. 2019. № 20 (2). P. 90–105. DOI: 10.2478/topling-2019-0011.
8. *Fairclough N.* Media discourse. London, 1995.
9. *Grishchko E.G.* Language and cognition behind simile construction: a Python-powered corpus research // Training, Language and Culture. 2023. № 7 (2). P. 80–92. DOI: 10.22363/2521-442X-2023-7-2-80-92. EDN: FDBRDZ.
10. *Гришечко О.С., Акопова А.С.* Понятие прецедентных феноменов и их роль в формировании социального сознания // Филологические науки: вопросы теории и практики. 2016. № 12-1 (66). С. 71–74. EDN: WYQOAD.
11. *Gutiérrez R.E.* Stereotypes in Czech phraseology: nations and ethnic groups // Topics in Linguistics. 2015. № 16. С. 17–28. DOI: 10.2478/topling-2015-0008.
12. *Koller V.* Designing cognition: visual metaphor as a design feature in business magazines // Information Design Journal. 2005. № 13 (2). С. 136–150. DOI: 10.1075/idjdd.13.2.07kol.
13. *Ксензенко О., Менджерницкая Е.* Лингвокогнитивные вопросы изучения современной медиасферы // Вестник Московского университета. Серия 9: Филология. 2021. № 5. С. 100–110. EDN: ORYVJQ.
14. *Lewis R.D.* The cultural imperative: global trends in the 21st century // Training, Language and Culture. 2019. № 3 (3). С. 8–20. DOI: 10.29366/2019tlc.3.3.1. EDN: HROBEW.
15. *Малюга Е.Н., Гришечко Е.Г.* Как построить фундамент успешного научного журнала: опыт Training, Language and Culture best practices // Научный редактор и издатель. 2021. № 6 (1). С. 48–58. DOI: 10.24069/2542-0267-2021-1-48-58. EDN: PSSVNS.
16. *Malyuga E.N., McCarthy M.* Non-minimal response tokens in English and Russian professional discourse: a comparative study // Voprosy Jazykoznanija. 2020. № 4. С. 70–86. DOI: 10.31857/0373-658X.2020.4.70-86. EDN: LEQTVN.
17. *Malyuga E.N., Orlova S.N.* Teaching professional English terminology to students of economic universities // Proceedings of the 8th International Conference on Education and New Learning Technologies EDULEARN16. Barcelona: IATED, 2016. С. 7236–7241. EDN: WJOQML.

18. *Murashova E.P.* The role of the cognitive metaphor in the hybridisation of marketing and political discourses: an analysis of English-language political advertising // *Training, Language and Culture*. 2021. № 5 (2). С. 22–36. DOI: 10.22363/2521-442X-2021-5-2-22-36. EDN: NRDNRH.
19. *Nazarova T.B.* Special phraseology in business English vocabulary: forms and functions // *Journal of Siberian Federal University. Humanities And Social Sciences*. 2022. № 15 (12). С. 1908–1917. DOI: 10.17516/1997-1370-0545. EDN: GGCFDM.
20. *Popova K.V.* Persuasion strategy in online social advertising // *Training, Language and Culture*. 2018. № 2 (2). С. 55–65. DOI: 10.29366/2018tlc.2.2.4. EDN: ZBEJRB.
21. *Peluso M.* The functional approach, semiotics and professional discourse // *Training, Language and Culture*. 2021. № 5 (2). С. 62–72. DOI: 10.22363/2521-442X-2021-5-2-62-72. EDN: UAFUAF.
22. *Romanova I.D., Smirnova I.V.* Persuasive techniques in advertising // *Training, Language and Culture*. 2019. № 3 (2). С. 55–70. DOI: 10.29366/2019tlc.3.2.4. EDN: IHYCSBA.
23. *Talbot M.* *Media discourse: interpretation and interaction*. Edinburgh: Edinburgh University Press, 2007.
24. *Van Dijk T.A.* *Elite discourse and racism*. Newbury Park: Sage, 1993.
25. *Wodak R., Meyer M.* *Critical discourse studies: a sociocognitive approach // Methods of critical discourse analysis*. Thousand Oaks, 2009. P. 62–86.

ИСТОЧНИКИ МАТЕРИАЛА

1. Chhaya N. *4 Ways to Earn the Respect of a More Powerful Colleague*. Harvard Business Review [Электронный ресурс]. URL: <https://hbr.org/2023/07/4-ways-to-earn-the-respect-of-a-more-powerful-colleague> (дата обращения: 14.07.2023).
2. Elliott L. *Risks of UK housing crash rising by the day as fixed-rate mortgage deals end*. The Guardian [Электронный ресурс]. URL: <https://www.theguardian.com/business/2023/jul/04/risks-of-a-uk-housing-crash-rising-by-the-day-as-fixed-rate-mortgage-deals-end> (дата обращения: 8.07.2023).
3. Hannam P. *Enjoy it while you can: July's RBA rate pause is likely to be fleeting, unless a lot goes right*. The Guardian [Электронный ресурс]. URL: <https://www.theguardian.com/australia-news/2023/jul/04/inflation-july-rba-interest-rate-pause-analysis> (дата обращения: 8.07.2023).
4. Hart R. *NATO extends Jens Stoltenberg's term as chief as allies remain divided over successor*. Forbes [Электронный ресурс]. URL: <https://www.forbes.com/sites/roberthart/2023/07/04/nato-extends-jens-stoltenbergs-term-as-chief-as-allies-remain-divided-over-successor/?sh=50e71da1221e> (дата обращения: 15.07.2023).
5. Kollwe J. *It has lost its appeal: Canary Wharf faces an uncertain future*. The Guardian [Электронный ресурс]. URL: <https://www.theguardian.com/business/2023/jul/05/it-has-lost-its-appeal-canary-wharf-faces-an-uncertain-future> (дата обращения: 10.07.2023).
6. Pratley N. *Private equity is failing water companies again. Get these firms back on the stock market*. The Guardian [Электронный ресурс]. URL: <https://www.theguardian.com/business/nils-pratley-on-finance/2023/jul/05/the-best-way-to-save-thames-water-list-it-on-the-stock-market> (дата обращения: 10.07.2023).

Поступила в редакцию 27.07.2023

Принята к публикации 17.10.2023

Отредактирована 07.11.2023

Received 27.07.2023

Accepted 17.10.2023

Revised 07.11.2023

ABOUT THE AUTHORS

Elena N. Malyuga — Prof., Dr., Head of the Department of Foreign Languages, Faculty of Economics, RUDN University, Russia; malyuga-en@rudn.ru

Valentina Budinčić — Prof., Dr., Dean of the Faculty of Foreign Languages, Alpha BK University, Serbia; vvalentinab@yahoo.com

Elena I. Madinyan — PhD, Senior Lecturer, Department of Foreign Languages, Faculty of Economics, RUDN University, Russia; madinyan-ei@rudn.ru

ОБ АВТОРАХ

Малюга Елена Николаевна — д.ф.н., профессор, заведующий кафедрой иностранных языков экономического факультета, Российский университет дружбы народов имени Патриса Лумумбы, Россия; malyuga-en@rudn.ru

Будинчич Валентина — д.ф.н., профессор, декан факультета иностранных языков, Университет Альфа БК, Сербия; vvalentinab@yahoo.com

Мадинян Елена Игоревна — к.ф.н., старший преподаватель кафедры иностранных языков экономического факультета, Российский университет дружбы народов имени Патриса Лумумбы, Россия; madinyan-ei@rudn.ru