

THE STRUCTURE OF THE SUGGESTIVE COMMUNICATION IN MODERN INTERNET MEDIA

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Abstract: *The article is concerned about the ways of implementing the strategies of suggestion in the process of public opinion shaping through English-language internet media based on a socio-communicative approach. The research established the role of suggestive components and mechanisms of their implementation, embodied through verbal and non-verbal forms, in public opinion shaping. The analysis of the source base made it possible to conclude that internet media use both an educational, mobilizing, and purely manipulative arsenal of suggestion to form public opinion. The relevance of the work consists in the need to establish mechanisms of suggestion in the content of internet editions, which poses a scientific problem. The structure of the suggestive apparatus is outlined in the work. The source base of the study consists of modern English-language online editions (USA Today, The Guardian, The Day, The Moscow Times, China Daily). On the example of the suggestive analysis of sensational materials in these media related to the coverage of the Genoa bridge collapse event in 2018 we revealed the role, types and mechanisms of implementing the suggestive components in the formation of public opinion. The study of manipulative technologies allows to improve the quality of media literacy and ensure the information security of modern society.*

Keywords: *suggestion; public opinion; internet editions; suggestive strategies; linguistic, psychological and extralinguistic tools; communication technologies.*

Introduction

Last century was called by M. McLuhan the era of information communism and switched-on consciousness. In our time online media are even more actively involved in public opinion shaping. Having a large and diverse audience of consumers, reputable online media use such a communication technology as suggestion in their materials. The main purpose of using the tools of suggestion is to form the image of politicians, community leaders and other public figures, draw attention to important phenomena and events in society, shape the general mood and attitude to problems of various scales in order to accelerate the search for effective solutions, and attract the general public to joint participation in projects, including charity events. In today's digital society, suggestion is an effective tool for achieving such goals.

In the era of information warfare (Joint Chiefs of Staff Publication), the study of strategies for public opinion influencing in the media is of scientific and social importance. The use of suggestion in the media poses a scientific problem, which is that suggestion has both an educational and mobilising effect and a purely manipulative character. It is "suggestion

(indoctrination, infusion) that is a necessary element of communication, because the latter is always an exchange of concepts embodied in verbal or non-verbal (facial expressions, postures, gestures, situational context) means that in one way or another affect the human consciousness and the subconscious" (Chubur 157-158). The manipulative components of communication processes are increasingly employed in various fields of communications like marketing, public relations, advertising, propaganda campaigns. Accordingly, an important component of the professionalism of a modern journalist is a high level of knowledge and skills in the use of suggestive technologies. Suggestion is an element of media broadcasting, because the media's activity is not only about informing, but also about public opinion shaping by influencing the consciousness and subconscious of the audience. The manipulative nature of suggestion poses a danger to those consumers of information who are not sufficiently aware of the mechanisms of manipulation and have low critical thinking. To overcome these challenges, it is necessary to develop a general concept of countering suggestion and promoting criticality in the perception of information.

Suggestive technologies are techniques and methods, that leverage psychological principles to influence or guide individuals' thoughts, feelings, or behaviors without explicit coercion. These technologies often utilize subtle cues, framing, and other psychological mechanisms to subtly influence choices and actions. Suggestive technologies aim to influence without overt commands or forceful persuasion. They draw upon established psychological findings related to perception, cognition, and motivation. Suggestive Linguistics involves using language to influence perception and behavior, often in online contexts. These technologies represent a powerful set of tools with both positive and negative potential. While potentially beneficial, suggestive technologies raise ethical questions about transparency, autonomy, and potential manipulation. Understanding how these techniques work, and the ethical considerations surrounding their use, is crucial in navigating an increasingly complex and digitally-driven world.

The study of verbal influence began in the nineteenth century and was mainly the focus of historians, psychologists and physicians. However, certain aspects of the phenomenon have already been considered within such scientific disciplines as rhetoric, stylistics, psycholinguistics, and linguistic pragmatics. Early rhetoric developed the so-called *ad hominem* (reduced to the characteristic of a person), *ad crumenam* (to the power of wealth), *ad consensu gentum* (to popular truth), and *ad populum* (appeal to the feelings of the public) arguments, which are various kinds of psychological influences based on playing on the feelings of the audience and using the tools of linguistic expression.

The study of suggestive technologies in journalism and the development of methods of counteraction are carried out by such scholars as I. Bogdanova (suggestiveness of precedent units), O. Ruda (manipulative strategies in political discourse), O. Kholod (suggestion in television media), A. Beletska (suggestion of the party press and news content), O. Snitko (suggestion in the Internet environment), J. Brown (techniques of influence), L. Pavliuk, T. Borchers, J. Stiff (tools of persuasion in the media, suggestive communication), G. Jowett (suggestion and propaganda), M. Skulenko (the problem of influence and persuasion in journalism), O. Dmytruk, I. Sakharuk (suggestive technologies in modern media discourse), L. Ilnytska (suggestive discourse of English-language texts), etc. The interdisciplinary direction (within the framework of Internet linguistics and suggestive linguistics) of studying the suggestive strategies of modern Internet media was launched by researchers of scientific schools at the National Academy of the Security Service of Ukraine and the Institute of Philology of the Kyiv National University (O. Akul'shyn, O. Zarub, L. Kompantseva, S. Kudinov, N. Slukhay, O. Snytko etc.). The researchers of these schools develop applied linguistic mechanisms of suggestion and counter-suggestion to ensure information security, and also pay attention to the destructive manipulative influence of the modern information space and the reasons for its distortion (Akul'shyn et al.).

The process of directed influence is studied within the framework of communication theory, since hidden (implicit) communication influence is a product of mass communication. In the practice of mass communication, persuasion by suggestion, unlike actual persuasion, is determined not only and not so much by the content of information as by the form, expressiveness, which emphasises the semantic meaning and emotional colouring of messages, as well as the authority of the source: “Suggestibility refers to the extent to which an individual is exposed to changing their behaviour based on the suggestions of others, and suggestibility affects how they retrieve memories and acts in light of that possibly pushing the individual to make negative decisions” (Al-Dowsari 530). Suggestibility is the tendency to obey, to change behaviour not on the basis of logical evidence or motives, but only at the request or suggestion of another person, while the object of hypnotic suggestion is not aware of the submissiveness, considering his or her actions to be the result of an independent choice, i.e. his or her own initiative. In the process of suggestion, the addressee's psyche is influenced, and awareness and criticality in the perception of information are reduced, leading to the emergence of ideas that do not correspond to reality. The suggester tries to put the addressee in a psychophysical state favourable to instilling the necessary ideas, feelings, emotions against their will and bypassing their consciousness.

Researchers define suggestion as a method and process of influencing the human psyche, a type of communication influence on the addressee, a way of presenting information and a communication situation. Depending on the way information is transmitted from the communicator to the masses, mass suggestion is divided into verbal, pictorial, gestural and motor. Suggestion is one of the main ways of speech influence, i.e. influence on the addressee during communication through speech and related non-verbal means aimed at introducing into his/her mind the assessments, thoughts, attitudes necessary for the addressee. O. Ilnytska adds the concept of discourse to the definition of suggestion: "Suggestion is a deliberate influence on one person or on numerous addressees, which includes various means of verbal and non-verbal emotionally coloured influence on a person in order to create a certain state in him or her or to encourage certain actions; first of all, verbal influence on the human psyche, which is perceived without critical assessment and is an important component of both professional discourse and everyday communication" (Ilnytska 4). In linguistics and social sciences, discourse is both a multifaceted concept that covers various forms of communication, from simple interactions to complex social and intellectual exchanges, and a specific field of study that examines how language is used to create meaning, shape understanding, and construct social realities.

The ability of suggestive influence to bypass the stage of critical comprehension of information in the process of its perception is an important indicator of the quality of the organisation of such influence. Within the framework of the pragmalinguistic paradigm, linguistic suggestion is defined as a specific communication situation of the suggestor's linguistic influence on the addressee in order to adjust their attitude, while the presentation of information is organised in such a way that its perception takes place without critical evaluation. This is a type of influence in which "the addressee's will is not directly expressed, but is conveyed through other means" (Rizun, Nepyivoda, Korneev 37). This process is hidden and includes "decoding, awareness and subconscious assimilation of implicit content, i.e. additional meanings and expressive shades that are contained in explicitly expressed message units. Hidden influence is a process of unconscious change in the addressee's behaviour, emotional states, beliefs and attitudes caused by the sender's speech actions" (Rizun, Nepyivoda, Korneev 41). An effective means of hidden communication influence that acts on the subconscious is suggestion (from the Latin *suggestio* - to suggest, to advise). V. Rizun describes this concept as "a natural process of influence of one person on another by means of request, persuasion, proof, argumentation, order, etc. that aims to change the attitudes, value orientations, and behaviour of a person" (Rizun 45). Unlike persuasion and inducement, suggestion is primarily an influence on the subconscious mind of a person - on his or her emotions and feelings, and only

then - on the mind, will and behaviour, i.e. suggestion occurs at the irrational level of perception. The efficiency of suggestion depends on the ability of a person to think critically.

Thus, suggestion is a means of presenting information used to exert a targeted hidden communicative social and psychological influence on the addressee, as a result of which the recipient's attitudes, beliefs, moods, value orientations, attitudes, and points of view should be formed or changed within the specified parameters. Uncovering the nature of this type of manipulative influence is a prerequisite for studying the effectiveness of modern media. Modern media encompasses the digital communication channels that have emerged with the internet, allowing for active user participation in content creation and sharing. It contrasts with traditional media by relying on digital technology and interactive platforms including social media, streaming services, and online platforms. The goal of the present study is to determine the ways of implementing suggestive strategies in the process of public opinion shaping by modern English-language online media by means a social and communication approach.

Basic terms

In the modern information and communication process, we consider public opinion as a reaction of mass consciousness to socially significant phenomena of reality, which combines emotional and rational aspects and is characterised by authority in a certain circle of people. The study of the impact of media news content on public opinion is closely related to the media hype theory, which considers media hype as “instances of very intense media coverage on a single issue” (Wien, Elmelund-Præstekær 185). Media hypotheses “amplify the representation of a problem – in that the public tends to believe that the greater the number of news reports, the greater the seriousness of the condition– then when they build on a sense of moral outrage, qualifying as a moral panic, their social effects may well be more important” (Maneri 43).

The presence of a suggestive component in the content of modern online media (media outlets and platforms with user generated content) and the possibility of the media's suggestive influence on the formation of public opinion is due to its dual nature as a socio-psychological phenomenon. Suggestion is a multi-level process that involves influencing a person's subconscious, emotions and feelings, and only then on the mind, will and behaviour. Thus, we believe that suggestion, or persuasion, is a means of presenting information, the purpose of which is to exert a targeted hidden communication socio-psychological influence on the addressee, resulting in the formation or change of his or her attitudes, beliefs, moods, value orientations, attitudes, points of view within the specified parameters.

Suggestive Apparatus of Communication

Media manipulation is a discursive and semiotic phenomenon that “is being exercised through text, talk and visual messages”. (Van Dijk 361). Among all the means of public opinion manipulating in the Internet media, the suggestive ones include the linguistic, psychological and extralinguistic tools for constructing a message that affects the emotional and cognitive nature of the addressee's perception and memorisation of information, change of his/her emotional state and programming of the association series regarding the information provided. This happens as a result of its axiological assessment. Unlike other types of manipulation, suggestion eliminates the rational element and relies on the sensory-associative aspects of consciousness, i.e. the principle of soft power is crucial for suggestion as soft power is the ability to influence others through attraction and persuasion rather than coercion or force.

The structure of the suggestive apparatus consists of suggestive strategies that function at three levels: communicative and strategic, extralinguistic, and linguistic. The conducted theoretical and methodological analysis allowed to identify the following suggestive strategies: psycholinguistic, extralinguistic (visualisation), and speech strategies.

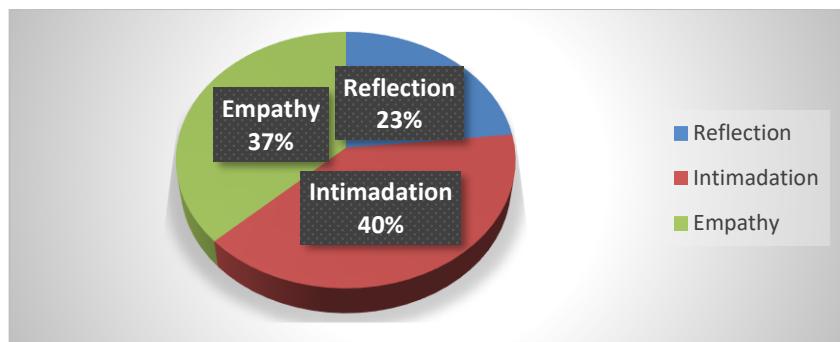
Suggestive strategies and instruments

In the content of online media, suggestive strategies are implemented by media suggestion tools. The Guardian, USA today, China daily, The Day, The Moscow times were selected for qualitative content analysis. The sample was formed according to the following criteria: the level of authority and the scale of the media audience, which was compiled according to the ratings of electronic publications by Newspaper Web Ranking, trendrr.net, the Internet Association of Ukraine, and the comScore rating agency, frequency of publications and efficiency, free use of the online version (accessibility), availability of an electronic version on the Internet and its own archive, English as the most common language of publications on the Internet (to cover the largest number of users from different countries), lack of language and stylistic conservatism. A representative part of 1585 publications of socio-political significance that became part of media hype in the media was selected from a continuous sample of materials for the period of November 2017 – August 2018.

The psycholinguistic strategies in the media function at the communicative and strategic level of suggestion. The empathy strategy is based on emotional identification, which involves empathy. The strategy of intimidation is based on such types of messages as warning, hidden threat, open threat/ultimatum, predicted danger, warning advice, warning with an

alternative, shocking description. The reflection strategy involves the use of conversational postulates with a built-in reaction or a hidden command.

Among the strategies of this level, the studied publications more often use intimidation (40%):



Visualisation tools at the extra-linguistic level of suggestion have a background effect. For example, the duplication of important quotes, in particular from experts or other authoritative figures, in the news feed outside the text and highlighting them in a bright colour and larger font is typical for all the monitored media outlets. This tactic is aimed at drawing attention to key statements on the topic and making them re-read by the audience, so such quotes contain emotional and evaluative elements (criticism, accusations etc.). In addition to practical purposes, such as aesthetic design, simplifying the perception and memorisation of information, changing the font in the texts of publications and various manipulations with colour and graphic representation of words perform a suggestive function - adding an additional hidden meaning to a phrase, which is a message that is not immediately obvious or explicitly stated, requiring interpretation or analysis to uncover. Infographics and photographs reinforce and consolidate the impression of the information presented with the help of stereotypical visual images, so when selecting them, the emphasis is on the axiological assessment of the phenomenon or event presented in the material, as well as emotionality and expressiveness.

Photographic illustrations are mainly focused on emotions, as they are based on a visual image, a metaphor that is brought to the fore. Illustrations, in particular caricatures, stereotype information, contain irony, and are meant to arouse anxiety, fear, and empathy. Often, photos themselves become a newsworthy event, i.e. they go viral on social media and cause a media hype. In this way, the anchoring technique is implemented, as in the case of a photograph of an immigrant girl at the US border (http://www.chinadaily.com.cn/cndy/2018-06/19/content_36409380.htm), or Pope Francis and a child with Down syndrome (<https://day.kyiv.ua/uk/article/cuspilstvo/tak-vyglyadaye-hrystyyanstvo1>). In

such cases, it is not the image that illustrates the text, but the text complements the image, directs in the right direction the feeling that the visual image excites in a person. As the number of shares and publications in various sources grows, such photos become overgrown with fake stories, which netizens supplement with false details, create the necessary emotional context, thus forming information noise around these events, which interferes with the perception and correct interpretation of facts. This happens if a vivid image (anchor or trigger) evokes strong associations and is complemented by an emotional description or story that is not always true but resonating, since “content that evokes high-arousal emotions (i.e., awe, anger, and anxiety), regardless of their valence, is more viral” (Berger, Milkman). Such a journalistic approach is called “the burglar alarm standard of news quality” and consists in covering “non-emergency, but important issues by means of coverage that is intensely focused, dramatic, and entertaining” (Zaller 122).

It is worth noting that publications use visualisation tools in different ways. The Guardian stands out among the online media studied for its variety of graphic components. Colour is used to mark the headlines of publications in different sections and to highlight the first letter of the text. The dynamic use of colours is intended to arouse emotions, feelings and thoughts in the audience, to cause reflexive reactions, effectively influencing the perception of messages. Infographic elements are diverse: photo portraits, illustrative and reportage photographs, caricatures, drawings, statistical graphs, diagrams, maps, fragments of social media pages with posts.

The linguistic strategies of intimization and dialogization are aimed at forming an identity through which an individual learns about himself, constructs meanings and ideas, and forms an understanding of himself as part of like-minded people who have the same evaluative picture of the world and language consciousness. The main objectives of intimization and dialogization in media broadcasting are to bring communication subjects closer together emotionally, to build a strong sense of trust in the information provided, and, as a result, to increase the credibility of the publication and the level of its influence on public opinion. The content of the studied online publications belongs to the intersubjective type of dialogue, which implies the presence of an author-reader dialogue or an auto-dialogue, in which the speaker himself immediately answers the question posed. Thus, “the interrogative-answer move is used, which performs the function of actualizing the topic, makes it easier for the addressee to move to it, since the “interlocutor” is the addressee, who is already presented as a follower, like-minded, exponent of a common opinion” (Romas 333). For example: “A trifle? Quite likely, but this trifle offers an opportunity to ponder our situation” (<https://day.kyiv.ua/en/article/day-after-day/placed-69th-why>).

As part of the cliché strategy, information is simplified: standardised informative concepts are created with an emotional assessment of any phenomenon in reality. Online media use stereotypical concepts and images, labels (precedent clichés, "name changes", evaluative judgements), and precedent units (paraphrase, allusion). The repetition of such clichéd phrases in the main text and titles helps to transfer and consolidate associations with the event or its participants: "*Trump-like* pledges of protectionism" (<https://www.theguardian.com/commentisfree/2018/aug/17/genoa-morandi-bridge-collapse-italy-five-star-league-coalition-divisions>).

Strategies of criticism and provocation have a rich arsenal of verbal tools of ridicule that function at all levels of language. The ironic portrayal of events in journalistic materials is primarily aimed at expressing the author's attitude to the subject of speech: we can trace a positive (self-irony) or negative (ironic and dismissive) context. Media texts also use metaphors with symbolic components and various forms of metaphorical constructions based on the similarity or resemblance of objects and phenomena, the purpose of which is to create symbolic systems. In critical judgements, emotional and evaluative vocabulary is used to express a subjective attitude to the subject of discussion and to replace rational evidence. In particular, maximum expression is used to describe the state of the country, the environment, government actors, policies and legal decisions of government agencies, regulations and measures, partner countries and competitors, organisations, groups, public figures, the masses, the media and the critics themselves. In addition, critical judgements take the form of accusation, fact, characterisation, challenge or appeal. The strategy of intensification in content draws attention to a specific aspect of the problem, i.e. changes the focus of information. For example, the use of verbs indicates a high intensity of action: "*Crime skyrocketed*" (<https://www.themoscowtimes.com/2018/04/30/generation-putin-smug-patriotic-and-rebellious-a61301>).

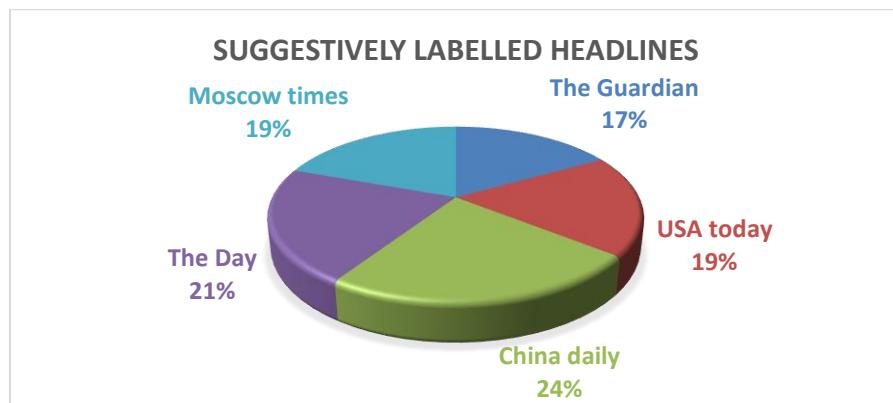
The functions of rhetorical questions, in addition to stylistic and motivational, are to convey an implicit message to the addressee, to hint, to stimulate the recipient to engage in an internal dialogue, which will result in conclusions and decisions according to a scenario that has been programmed in advance: "And what of the hundreds of people displaced from their houses beside the wreckage site – where will they go?" (<https://www.theguardian.com/world/2018/aug/18/morandi-bridge-collapse-genoa-blame>). According to the communicative intention, rhetorical questions in online media function as questions of surprise/outrage, questions of assertion, questions of alternative, questions of advice, questions of hypothetical forecast, questions of despair/empathy, questions of irony/doubt, questions of justification, questions of accusation. Such questions in the suggestive core contain an appeal that encourages reflection and/or action.

Repetition as a rhetorical and stylistic tool of the persuasion strategy of suggestion highlights the communication centre of the message, creates a lexical rhythm of the text, and thus contributes to the association of information in the desired emotional context: “To win we had to *unite* Italy, now we will have to *unite* Europe” (<https://www.theguardian.com/world/2018/jul/01/italian-minister-aims-to-unite-european-nationalist-parties>). Generalisation is implemented through the use of associations, universal quantifiers and is used to create the effect that all or most people think/feel/act in the same way: “Despite this paralysis, we know all Americans want to keep our families safe” (<https://www.usatoday.com/story/opinion/2018/05/30/america-wants-action-gun-violence-end-paralysis-column/651241002/>). With the help of contrast, people are conditionally divided into opposite groups based on a particular feature, and abstract or philosophical concepts that express universal values are contrasted.” Independent innovations should be achieved in an *open* environment with strength from the rest of the world instead of *closing* the country's door. (<http://www.chinadaily.com.cn/a/201805/29/WS5b0c5ddca31001b82571cbfe.html>). Figurative comparisons evoke strong associations, emphasise advantages or disadvantages, and reinforce the desired attitude to a phenomenon, event or person: “Unfortunately, the situation would not be very different in Ukraine, where erecting ramps or installing Braille signs for the visually impaired is presented at times as an achievement comparable with the discovery of a new galaxy” (<https://day.kyiv.ua/en/article/day-after-day/stephen-hawkings-dimensions>).

The function of the euphemism strategy is to soften the presentation of an event that can cause anxiety, fear and even public protest, as well as to replace politically incorrect phrases with more acceptable ones in the public space. The purpose of information categoricalness is to lower or raise the categorical tone, which is realised through modality, hedging and affirmation. For example, modality involves the use of modal operators of thought (modal verbs *can*, *may*, adverbs *apparently*, *obviously*, etc.) that express the degree of probability/possibility of a situation or event: “One in three people who die in hospital *could* spend their final days at home if the government introduces and adequately funds a modern community-based health and social care system” (<https://www.theguardian.com/politics/2018/may/19/dying-home-care-cost-less-ippr-report>).

The peculiarity of the suggestive load of headlines and leads in English-language online media is that in order to fulfil communication tasks (to capture and sharpen attention, to inspire the idea of importance and interest of an event, to create intrigue, to actively engage the user, to establish contact, thereby exerting influence), the headline must meet the following conditions

of effective media suggestion: conciseness, understatement, ambiguity, interactive form, sensationalism, expression, presence of language markers with powerful suggestive potential, artificial simplification of the message to create a vernacular, satirical tone of content, authorial irony, humour. The studied publications prefer to use metaphors and emotional and evaluative vocabulary in their headlines. In the corpus of the studied materials, the number of suggestively labelled headlines is 44% of their total number. The trends in the use of suggestive tools in journalistic materials are as follows:

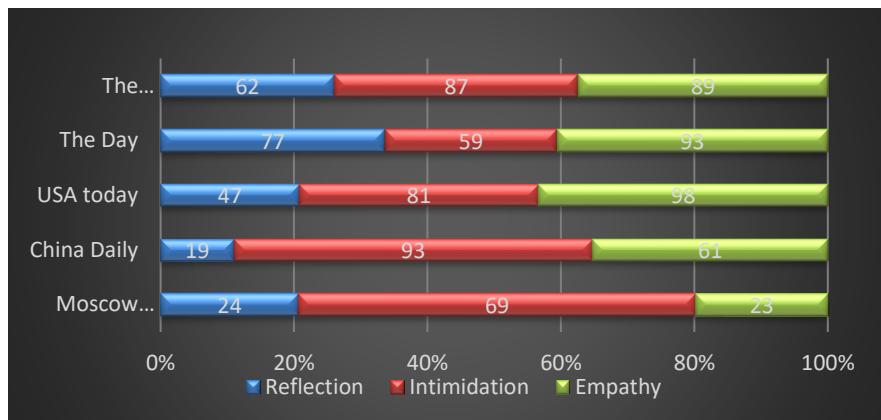


The Guardian more often prefers the use of stereotypes, labels, metaphors, critical judgements, tools of ridicule, repetition, generalisation, euphemisms; The Day is dominated by strategies of intimazation and dialoguization, precedential units, emotional and evaluative vocabulary, intensification, rhetorical questions, comparison, contrasting, categoricalness and reflection; China Daily's suggestive influence is based on suggestively labelled headlines and the strategy of intimidation; The Moscow Times does not stand out among other publications in terms of quantitative indicators, but among psycholinguistic strategies in its content, intimidation also occupies a larger share; USA Today's materials most often use the strategy of empathy.

Media	The Guardian	USA today	China daily	The Day	The Moscow times	Total
Categories of analysis						
Empathy	89	98	61	93	23	364
Reflection	62	47	19	77	24	229
Intimidation	87	81	93	59	69	389
Intimization	87	129	69	200	77	562

Dialogization	108	116	15	321	48	608
Stereotyping	34	4	12	23	12	85
Labeling	76	32	37	70	59	274
Precedential units	258	136	185	274	209	1062
Ridiculing	133	72	25	111	70	411
Metaphor	339	199	188	421	180	1327
Emotional-evaluative vocabulary	2185	166	1482	2433	1478	9244
Critical statements	119	98	58	100	59	434
Intensification	461	383	307	643	320	2114
Rhetorical questions	96	53	17	112	39	317
Repetition	206	136	116	137	62	657
Generalization	48	34	24	47	32	185
Repetition	56	34	15	73	34	212
Contrasting	48	38	31	54	44	215
Euphemizing	23	13	3	15	11	65
Categoricalness	321	250	233	541	214	1559
Total	4836	361	2990	5804	3064	20233

Thus, modern English-language online media under research actively implement suggestive strategies in their materials, using various tools of suggestion. In particular, the comparative analysis showed that The Guardian and The Day have more diverse suggestive components, while harmoniously building an emotional balance at the communication and strategic level. The destructive influence is more pronounced in China daily and The Moscow times, which can be seen in the abuse of the intimidation strategy. Quantitative correlation of suggestive strategies of the communication-strategic level in the materials of Internet publications can be seen in the table:



Suggestive analysis

On the example of the suggestive analysis of sensational materials related to the coverage of the Genoa bridge collapse event in 2018, we can reveal the role, types and mechanisms of implementation of suggestive components embodied through verbal and non-verbal forms in the formation of public opinion. To this end, the mechanism of public opinion formation in the information and communication space of the modern digital society is clarified. This process is a chain transmission of information by various types of online media, which takes place in stages. The message circulates in the information circle, exerting a suggestive influence on the course of thoughts and worldview of the audience of various types of media. This creates an information field with news waves that have positive feedback. Public opinion on a particular issue is formed within this field. A key event attracts media attention and starts a news topic. If journalists prioritise one of the topics on the agenda, a media hype is launched to create a public outcry, using the audience's tendency to react strongly to conflicts of a racial, national, political or religious nature. Thus, we can trace the interdependence and mutual reinforcement of the processes of suggestion and the creation of a resonant media wave. Hereat only the Opinion sections have a warning at the end of the page that the opinions and judgements of the author of the material do not necessarily reflect the position of the publication.

Sensational events related to social and political life, as well as high-profile tragedies that resulted in the death of people, especially if they are caused by the negligence and mistakes of the authorities, attract the most attention. The formation of public opinion about the bridge collapse in Genoa in 2018 was influenced by such aspects of framing as the emphasis on the emotional reactions of the characters, the search for answers to the questions "who is to blame?", "what can be changed to prevent tragedies in the future?", the importance of which is related to the audience's personal interest in

avoiding such situations. In communication, framing refers to the way information is presented, which can influence how people perceive and interpret it. The cause of the tragedy was the negligence of the authorities, so the coverage of the event was framed with direct and hidden accusations, condemnation of various parties responsible for the construction, control and maintenance of the collapsed bridge, condolences to the families of the victims and a symbolic representation of fate in the stories of witnesses. It was these aspects of the message that received more attention in the context of the event. The tools of suggestive strategies in the materials of the studied publications played an important role in public opinion shaping, as they allowed to create frames and form symbolic systems. Key words and phrases were introduced into the text, which became the main ideas and were imposed on the audience through repetition in different contexts, highlighting certain aspects and reinterpretation. A feature of the lexical and semantic field of the Genoa Bridge collapse media hype is the use of evaluative vocabulary to denote high valence emotions, keywords of negative meaning that characterise the consequences of the tragedy and the event itself, with the word “collapse” as the core. A significant suggestive load in the lexical and semantic field of Genoa Bridge collapse is carried by the symbols of bridge, fate and destiny common to many cultures, as well as by the vocabulary denoting guilt, accusations of violating social norms, which is placed in the second part of the publications and is intended to encourage readers to reflect on who is to blame and should be held accountable: “A bridge is a symbol and should never fall, because when a bridge falls, walls go up” (<https://www.theguardian.com/world/2018/aug/25/help-rebuild-genoa-morandi-bridge-after-tragedy-renzo-piano>).

Suggestive analysis is based on an integrated approach to the text of the publication as a unity of content and formal components of its structure, which are purposefully selected for a suggestive effect. A holistic suggestological analysis of media hype in online publications involves the following stages:

1. Monitoring the publications in online media containing materials about a sensational event that became a reason for media hype.
2. Analysis of tools on the extralinguistic level of suggestion in publications: photos, infographics, illustrations, paralinguistic tools in texts (font, colour, signs, symbols).
3. Analysis of strategies on the communication and strategic level of suggestion in publications, determination of the prevailing frame.
4. Analysis of linguistic tools of suggestion in the texts of publications.

5. Generalization of the results and modelling the lexical and semantic field of media hype according to the key ideas suggested in publications.

6. Defining the common rhetoric of online publications in the coverage of the event.

The analysis of the case study “Genoa bridge collapse” allowed us to identify four layers (levels) of its lexical and semantic field, which determine the thematic development of journalistic materials over time: Collapse, Fallout, Sympathy and Blame. In order to create a public background to the events of the Genoa Bridge collapse, the online media used suggestive strategies of provocation (evaluative and critical judgements), persuasion (repetition) and intimidation. The lexical and semantic field created with the help of suggestion tools generates an emotional background that directs the perception of information in a certain direction.

Conclusion

The forms of implementation of suggestion in journalistic materials are described and structured as linguistic/non-linguistic instruments of suggestive strategies. The essence of their suggestive potential in shaping the public opinion of a real or potential audience of modern online periodicals at three levels of functioning is established: communicative and strategic, extralinguistic, and linguistic. The theoretical and methodological analysis of the scientific problem made it possible to distinguish psycholinguistic (empathy, reflection, intimidation), extralinguistic (visualization), and speech (intimization, dialogization, cliché, criticism, provocation, persuasion) suggestive strategies. Among all the instruments of public opinion manipulating in the Internet media, suggestion includes such instruments of constructing a message that affect the perception and memorization of information by an addressee, changing the emotional state and programming the association series regarding the information presented in the media. In this way, suggestive tools form unconscious attitudes, determining possible forms of behaviour and focus in decision-making. Modern English-language online editions are actively implementing suggestive strategies in their materials.

Based on the analysis of scientific sources and materials on the practice of journalistic activity, we have compiled a general scheme of the mechanism of formation of public opinion in the information and communication space of modern digital society. Due to such specific characteristics of network news as hypertextuality (interconnectedness), multimedia, interactivity, efficiency, dimensionality, and personal approach, the process of forming public opinion in the modern Internet space is a chain transmission of information by various types of Internet media, which occurs stage-by-stage. A message circulates in the information circle, having a suggestive effect on the opinions and

worldview of the audience. Thus, an information field is created, within which public opinion on a particular issue is formed. This makes it possible to trace interdependence and mutual reinforcement of the processes of suggestion and the creation of a resonant media wave. Analysing the suggestive potential of the sensational materials of electronic newspapers allows a multidimensional integrated evaluation of the efficiency of suggestive strategies in the creation of media hype.

The instruments of suggestive strategies in the sensational materials of the studied newspapers play an important role in public opinion shaping by creating frames and forming symbolic systems. They introduce keywords, phrases to the text that become key messages and are suggested to the audience through repetitions in different contexts, highlighting individual aspects, and rethinking. As a result of the suggestion analysis of journalistic materials covering the event Genoa bridge collapse, we came to the conclusion that the lexical-semantic field, created with the help of suggestive instruments, generates an emotional background that directs the perception of information in a certain direction. To create a public background regarding the events of the Genoa Bridge collapse, the materials of online publications most often used suggestive strategies of provocation (value and critical judgments), persuasion (repetitions), and intimidation.

The three-level model of suggestion we have used is primarily applicable to such types of online media as electronic newspapers. However, such a model is dynamic and tends to expand, due to the constant updating of virtual world technologies. Thus, the suggestibility of modern online media requires further research in terms of the dynamics of development. Studying the processes of public opinion forming, in particular, markers of deviations from objectivity in messages, will improve the quality of media education of society, as well as effectively predict the media impact of online media.

The results of the study can be taken into account in the practical media activity of the journalists of the Internet media, provided that they consciously and responsibly use educational and mobilizing strategies of suggestion, as well as to recognize, avoid and neutralize negative manipulation influences on the audience.

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