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Emotiveness and Persuasiveness: The Dialectic of Expressiveness in Communicative Processes

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Abstract: The work analyzes the influence of emotional expressiveness on the effectiveness of text communication. Emotivity, recognized by scientists as important for achieving communicative goals, manifests itself through expressiveness and "emotives" that influence the beliefs and perceptions of the audience. Emotive elements in the text enhance its persuasiveness, creating an emotional impact that can be diverse and multifaceted. The study emphasizes that a balanced combination of facts and emotionality in the text most effectively affects the reader, reflecting emotionality at the linguistic level and enhancing the expressiveness of the message.

Key words: Emotional expressiveness, expressivity, motive, persistent communication, functional and pragmatic characteristics, dialectical unity of "expression" and "standard", affective-value interaction

Introduction

In today's world, where information is transmitted with incredible speed and in huge volumes, the quality of communication is becoming a crucial factor in achieving understanding and interaction between people. One of the key aspects determining the effectiveness of communication processes is the emotional expressiveness of the text. This characteristic of the text not only enhances its credibility, but also makes it more memorable and meaningful to the audience.

Scientists such as V.A. Maslova and V.I. Shakhovsky emphasize that expressiveness and emotiveness of the text play an important role in achieving communication goals. These elements help convey not only information, but also the emotional state of the author, creating a deeper connection with the reader and enhancing the impact of the message. At the same time, researchers such as E.M. Wolf and O.S. Issers point out the importance of a balanced combination of emotiveness and informativeness so that the text is not only convincing, but also adequately perceived by the audience.

Thus, this work is devoted to the analysis of the role of emotional expressiveness in communicative tasks and its influence on the persuasion and perception of the text by the audience.

Literature analysis

The quality of solving the communicative tasks of the participants in the discourse largely depends on the emotional expressiveness of the text, which is considered by scientists to be an integral and obligatory function of the text.

V.A. Maslova believes that each text carries a certain degree of expressiveness, which contributes to achieving the goal of communication and has an impact on the audience. According to V.A. Maslova, in addition to special means of language, expressiveness can be achieved by any neutral word or expression in certain communication conditions. The number of expressive language techniques in the text does not always guarantee the occurrence of an emotional effect when perceiving the text, but increases the likelihood of its occurrence. According to V.I. Shakhovsky, who is the founder of the linguistic theory of emotions, "the linguistic aspect of the category of emotionality", in other words, "the linguistic expression of emotions", can be defined as emotivity. Among other things, V.I. Shakhovsky introduced the concept of "emotive" – a linguistic unit designed to convey not only information, but also the emotional state of the speaker. The emotive can express the emotional excitement of the author of the speech, inform about his emotional state, and also cause a similar reaction from the addressee.

E.M. Wolf, V.I. Kuzemskoy and O.S. Issers in their research prove that emotivity is an important component of invasive communication, especially in the context of taking into account evaluation and communication strategies. E.M. Wolf and V.I. Kuzemskaya argue that emotivity is inextricably linked with evaluation, although evaluation can exist without emotional coloring. O.S. Issers says that the persuasive effect of a text depends on communication strategies that take into account the context of communication and the personal characteristics of the participants in the dialogue. Thus, emotivity is a key component of the functional and pragmatic characteristics of discourse and text, and plays an important role in persuading and influencing the addressee.

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Although emotivity is not an independent function of either discourse or text, it is an integral aspect of their nature. It manifests itself in the verbal expression of the emotional states of communicants, which arise in the process of discussing various situations, opinions, assessments and values within a certain society. In this regard, an urgent question arises about the ratio of rational and emotional components in an information message. Even the ancient Greeks, studying the impact of speech on the listener, associated it with the problem of mind and reason, even then realizing that both logic and emotions play an important role in communication. Emotivity in an information message is a dialectical unity of "expression" and "standard", based on the concept of V.G. Kostomarov and the research of V.I. Ivchenkov. "Expression" (emotional coloring) and "standard" (informativeness) are opposite principles that interact in an information message and reflect its influencing and informational functions. However, according to V.I. Ivchenkov, in modern speech practice, the opposition of "expression" and "standard" is partially neutralized.

A. S. Kotlova in her work considers "standard" as the center of the semantics of utterance, and "expression" as its periphery, highlighting active and passive lexemes with different emotional and expressive coloring. At the same time, they emphasize the importance of taking into account the emotive labeling of linguistic units, which may be associated with the stylistic labeling of a word.

The author uses emotional expressiveness to reveal his unique cognitive identity and influence on the recipient of the message. This impact is aimed at managing the communication process and influencing the reader's thought processes. The value of the text, whether negative or positive, enhances the credibility of the message. Emotivity associated with the author's personal attitude to the subject of discussion may vary in the degree of subjectivity, which is higher in emotional assessments than in rational ones.

Emotivity in the text is not limited only to the content, but also manifests itself in the syntactic structure. The use of exclamation marks and question marks, punctuation symbols such as dashes and ellipses, as well as direct and indirect speech, actively affects the expressiveness of the text, allowing the author to control the reader's perception and thought processes.

Authors of informational texts often use expressive means of punctuation, such as repetition of signs and ellipses, as well as emoticons and direct speech. This is done in order to create a closer connection with the reader, to make him an ally in cognitive, value and ideological terms, which contributes to a more effective impact on his communicative actions.

Expressivity in language is inextricably linked with emotivity. Expressivity, derived from the Latin word "expressio", means influencing the recipient through expressiveness and power of utterance. Emotivity, being a linguistic category, reflects emotionality at the language level through various means of expression. Thus, the expressiveness of the information message is achieved due to the emotiveness of the text.

The analysis of the emotional saturation of information messages showed that subjective belief prevails in them. This is due to the fact that emotive and expressive elements of persuasiveness play a major role in the texts under consideration.

The emotive aspect of the text has such versatility and diversity that it can provide both direct and indirect persuasive effects. This impact can be short-term, long-term, or delayed, as well as limited to a specific situation or spread more widely.

In his analysis of the types of consciousness of communication participants, E. F. Yashchenko distinguishes between active and subconscious consciousness. Based on this division, he identifies various methods of influencing the recipient of an information message. People with an active consciousness who are pragmatic and adapted to the conditions of communication are more receptive to texts reflecting universal human values, logical arguments and convincing techniques that have practical meaning and correspond to the context of communication. At the same time, the subconscious type of consciousness is more prone to empathy, emotional impact and the influence of hedonistic values expressed in words, activated mythological images, and so on.

E.F. Yashchenko revealed that texts containing emotive markers in informational messages are usually associated with the emotional state and personal assessments of the author in relation to the news and events discussed. These texts also suggest a certain emotional state and the addressee's opinion about the same events. Therefore, the sender of the message creates it, taking into account the psychological and intellectual characteristics of the intended recipient.

Results and discussion

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Scotland's No to Brexit – the End of the United Kingdom?

Analysis of the article "Scotland's No to Brexit – the End of the United Kingdom?" published in "YOUNG VOICES OF EUROPE" allowed to identify emotive, persuasive linguistic units and techniques. The article uses a combination of emotional appeals and persuasive techniques to argue for Scotland's strong desire to remain in the EU, and to portray Brexit as a negative and unjust outcome for Scotland.

The author of the article emphasizes the shock and disbelief experienced by Scots after the referendum. They use phrases like "*massive understatement*," "*how did this happen*," and "*visibly sullen*" to paint a picture of a population stunned by the result. This evokes sympathy for the Scots and reinforces their sense of being wronged. It is highlighted the anxieties and insecurities that Brexit has brought upon Scotland. There's mentioned the fear of job losses, the uncertainty of the future, and the feeling of being left behind. This appeals to the readers' own fears and insecurities, making them more receptive to the argument.

The author focuses on the anger and frustration felt by the Scots, especially young people, who see themselves as European. It is written "*Nazi stickers*," "*protests*," and complaints about England, all of which are designed to evoke anger and a sense of injustice in the reader.

Despite the negative emotions, the article ends on a note of hope and determination. It highlights the Scots' resolve to fight for their place in Europe and their determination to show that they voted to remain. This inspires readers and reinforces the message that the Scots are united in their opposition to Brexit.

The author employs vivid language to create a strong emotional response, using words like "*horrified*," "*sullen*," "*palpable anger*," and "*hopelessness*."

A powerful combination of emotional appeals and persuasive techniques to create a compelling narrative that highlights the negative impacts of Brexit on Scotland and builds sympathy for their desire to remain in the EU are used in ths artcle. It seeks to persuade the reader that Brexit is a wrong decision for Scotland and that their fight to remain in the EU is justified.

Conclusion

In the field of linguistic research, there is an active debate about the power of persuasive influence. The study of the emotive aspect of persuasiveness in informational messages shows that it is necessary to take into account the effect on a wide audience – the emotive element affects the public, affecting each individual listener. It can be assumed that the purpose of the author of the information message is to competently use logical and emotional methods of influence in order to achieve the most effective plan of influencing the audience.

When analyzing what has a stronger impact – a set of facts or the use of emotive elements in an information message, it is worth noting that the absence of either facts or emotive elements significantly reduces the effectiveness of the impact on the recipient. Too many emotive elements in messages without a factual basis can lead to oversaturation and emotional fatigue of the audience. At the same time, a message consisting only of dry facts can be difficult to understand. Therefore, the information message has the greatest impact, which harmoniously combines facts and emotive elements. Thus, persuasiveness, based primarily on the impact on thought processes, is often realized through affective-value interaction.

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