THE FUNCTION OF SUGGESTIVE LANGUAGE IN CONTEMPORARY ENGLISH COMMUNICATION

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Suggestive speech has the following key features in English discourse: ambiguity and nuance (it often involves ambiguity, where the meaning is not stated explicitly but implied, leaving opportunity for interpretation; this reflects the complex and layered nature of identity in transcultural contexts, where it is difficult to express something in straightforward terms), inner conflict (mostly in transcultural literature, where characters frequently grapple with conflicting cultural values, and suggestive speech can reflect the tension between these identities; it captures the unspoken struggles of characters trying to reconcile their heritage with their new environment, or trying to navigate the space between their personal desires and cultural expectations), cultural hybridity (a person may express himself in a hybrid language, incorporating elements from multiple cultures; this kind of speech is suggestive of their dual identity and the blending of different traditions, as well as the challenges of communicating across cultural divides), silences and gaps (often, suggestive speech involves moments of silence or speech left incomplete; these absences can communicate more than words, representing cultural misunderstandings, emotional distance, or the inability to fully articulate one's identity or experience). We completely agree with the following: "What appears in silence dialogue is inevitably has to be interpreted, so there should be no meaning gaps. Depending on the cultural affiliation, such verbal "non-designation" leads to different interpretations of silence, including distortion and misunderstanding of meanings" (Yalovenko, 2022, p. 169)[1].

Concepts and Mechanisms. Suggestive language relies mostly on implicit communication – what is *not said* directly but is implied. This includes implicature, conversational inference, background presuppositions, etc. Implicit communication allows messages to appear subtler, reducing resistance from the listener.

Using vague or ambiguous expressions (*"some people", "often", "may", "could"*) allows speakers to suggest without committing fully, giving "room" for interpretation. These forms can increase persuasion by lowering the threshold for disagreement.

Repeating key words or ideas, possibly in variant forms, is a strategy to enhance suggestive potential. It draws listeners' attention, amplifies the importance of certain points, reinforces implicit suggestion.

Lexical strategies. Evaluative / emotionally-charged adjectives and adverbs: *"remarkable", "amazing", "unfathomably"*; abstract nouns: *"freedom", "justice",*

[1] A detailed analysis of the phenomenon is explored in the article *"Chimmoku" as a Silence Concept in Jhumpa Lahiri's Selected Stories"* from both linguistic and communicative perspectives (Yalovenko, 2022).

"style", "luxury" that invoke broad positive associations; pronouns and possessives: *"our", "you", "we", "your"* to build affiliation or ownership.

Morphological / Formational devices. Prefixes/suffixes that create evaluative or intensifying meaning. Use of onyms (names, proper nouns, brand names) to evoke prestige, identity or authority.

Syntactic devices. Imperatives: *"Discover your potential", "Feel the difference"*, etc.**;** rhetorical questions: *"Who wouldn't want...?"*, which lead the audience to implicitly agree; fronting (placing certain elements early in the sentence to foreground them), extraposition, passive voice – all ways to shift focus or obscure agency; nominalization: turning processes or actions into nouns, which can make arguments seem more permanent, objective, or abstract.

Discourse / structural strategies. Use of discourse markers / meta-discourse: signalling author's stance, involvement, or guiding reader's interpretation; placement of quotes or testimonials: for example, in media/newspaper discourse, suggestive "loading of quotations where the way a quote is selected or framed subtly biases the reader" (Holtvian, 2017); genre constraints: in editorials, advertising, political speech, the structure (e.g. introduction of problem, emotional appeal, call to action) allows for suggestive buildup.

Contexts and Effects. Editors and journalists use suggestive language via headlines, quote selection, framing of stories, choice of metaphors. For example, editorials often use stance markers, modality, idiomatic expressions to influence public opinion. In court (opening statements, arguments), persuasion via suggestion is used – through suggestive strategies/tactics, psychological-linguistic sequences (attack/defense), preparation phases, etc. The structure of legal speech often shapes "how suggestions come across" (Wood, 2022).

Hidden effects on target audiences (e.g. *women readers*) are achieved via combinations of morphological, lexical, syntactic means. Advertising often replaces logical argument with appeal to emotions, associations, stereotypes.

Particularly strong domain for suggestive mechanisms we can find in political discourse: framing, metaphor, repetition, implicit assumptions. Suggestion helps political actors influence belief, identity, allegiance without explicit argument.

Recent Research Findings. *"Features of Persuasiveness and Suggestiveness in Legal Discourse"*: a detailed comparison of persuasive vs suggestive types in legal texts. They found that suggestive discourse tends to use emotionally charged adjectives/adverbs, idioms, intensifiers, fronting and discourse markers – while persuasive discourse is more structured, more neutral lexically, and uses devices like nominalization and transferred negation (Zaitseva, 2018).

"The Persuasive and Manipulative Power of Implicit Communication" (Journal of Pragmatics): shows that linguistic implicit communication is widely used with persuasive aims in several domains (political, media, social media, advertising). It is effective partly because it lowers critical attention; people engage less critically with messages that are less explicit (Vallauri, 2022).

Despite growing scholarly attention to the problem of linguistic influence and numerous studies devoted to the specific function and mechanisms of suggestive language, the problem has yet to be fully examined in contemporary English communication. While significant progress has been made in identifying linguistic markers and persuasive

strategies, many aspects of suggestive language – such as its subtle psychological impact, cross-cultural variations, and digital-media-specific features – remain to be explored.

The study of suggestive language continues to represent a rich and evolving field of inquiry. Its complex interplay with persuasion, manipulation, emotion, and identity highlights the need for deeper interdisciplinary research that integrates linguistics, psychology, media studies, and cultural analysis. Future perspectives should focus on corpus-based investigations across diverse communication genres, comparative studies in multilingual and multicultural contexts, and empirical research into audience perception and reception. Additionally, with the growing influence of digital platforms and algorithm-driven communication, understanding how suggestive language functions in online discourse will be crucial for addressing challenges related to misinformation, ideological framing, and media literacy.

References:

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