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ЗГОДА ТА САМОПОХВАЛА ЯК РЕАКЦІЯ НА КОМПЛІМЕНТАРНІ ВИСЛОВЛЮВАННЯ-МАНІПУЛЕМИ

У статті на матеріалі української мови описано засоби вербалізації реакції на маніпулятивно спрямовану похвалу, що мають форму згоди та самопохвали. З урахуванням екстралінгвальних факторів з'ясовано причини такого реагування на компліменти-маніпулеми, окреслено його прямі та непрямі способи. Визначено типові комунікативні прийоми, використовувані для посилення впливу на співрозмовника. Виявлено зв'язок реакції на комплімент-маніпулеми з типом комунікативної ситуації.

Ключові слова: маніпулятивна стратегія позитиву, вербальна реакція на компліментарне висловлювання-маніпулеми, українська мова, оцінювання, категорія оцінки, згода, самопохвала.

AGREEMENT AND SELF-PRAISE IN RESPONSE TO MANIPULATIVE COMPLIMENTARY UTTERANCES

The article describes the means of verbalising a reaction to manipulative praise in the Ukrainian language, which take the form of agreement and self-praise. Taking into account extralinguistic factors, the reasons for such a reaction to manipulative compliments are explained, its direct and indirect ways are outlined. Typical communication techniques used to increase influence on the interlocutor are identified. The relationship between the reaction to a manipulative compliment and the type of communication situation is revealed.

Keywords: manipulative positive strategy, verbal reaction to a manipulative complimentary utterance, Ukrainian language, evaluation, category of evaluation, agreement, self-praise

Statement of the Scientific Problem and its Relevance. The modern linguistic research reflects a view of language as a means of communication and a tool for social interaction, presupposing the consideration of language through a social lens. The focus of linguists is on communicative strategies and tactics, which are mostly studied from the speaker's perspective. In contrast, the studies devoted to reactions to various communicative behaviours represent a relatively small group in contemporary linguistics. However, research into the effectiveness of communicative strategies that take into account the interlocutor's responses to utterances addressed to them, which realise one or another communicative tactic, enables the harmonisation of communication, outlines ways to optimise it, and prevents the occurrence of communicative failures.

Analysis of the Problem's Research. The verbal aspect of reactions to positive-evaluative utterances has been the subject of scholarly investigations by researchers such as A. Pomerantz (Pomerantz), R. Herbert (Herbert, Straight), B. Lewandowska-Tomaszczyk

(Lewandowska-Tomaszczyk), R. Chen (Chen), S. Nicolaysen (Nicolaysen), V. Mishchenko (Міщенко), V. Frankowska (Frankowska), T. Boboshko (Бобошко). The cultural diversity and originality of compliments and reactions to them render them intriguing objects of study, as they «reflect the mentality and system of values of cultures and delineate the image of politeness characteristic of them» (Frankowska 32).

While the manipulative positive strategy, represented by three communicative tactics – the tactic of enhancing the interlocutor's significance, the tactic of solidarity, and the tactic of positive self-positioning, has been comprehensively studied (see Шкіцька), the reactions to manipulative positive-evaluative utterances remain a broad field for linguistic inquiry. Given this, our investigation, dedicated to exploring one type of response to manipulative compliments, taking into account extralinguistic factors of communication, is pertinent.

Aim and Objectives. Our research aims to elucidate the peculiarities of verbalisation of the addressee's reactions to manipulative complimentary utterances in the form of agreement and self-praise. The achievement of this aim is facilitated by the following objectives:

- to describe the main means of verbalisation of agreement and self-praise in reactions to manipulative complimentary utterances;
- to distinguish between direct and indirect ways of expressing agreement and reactive self-praise in manipulative discourse;
- to determine the typical communicative techniques employed by the object of manipulation when reacting to positive-evaluative utterances addressed to them;
- to ascertain, taking into account extralinguistic factors of communication, the reasons for the described verbal reaction of the addressee to praise.

Object and Subject of the Research. The **object** of the research comprises expressions of agreement and self-praise as a reaction to the communicative tactic of enhancing the interlocutor's significance.

The **subject** of the research is the structural-semantic and pragmatic characteristics of verbalising agreement and reactive self-praise in situations involving manipulative influence.

Description of Factual Material and Methods Used in the Analysis Process. The **research material** consisted of an author's card index, comprising over 5,000 text fragments with expressions that contain communicative events – instances of manipulative influence, compiled using the method of continuous sampling from literary texts of Ukrainian literature of the 19th-21st centuries, with a total volume exceeding 5,900 pages.

The article employs the following principal **research methods**: descriptive, classificatory, contextual-interpretative methods, the method of linguostylistic analysis, discourse analysis, and quantitative analysis techniques.

The **descriptive research method** encompasses techniques of observation, comparison, generalisation, and interpretation. The *observation technique* facilitated the identification of manipulative situations, the determination of manipulatively marked linguistic units, and the reaction to them. The *comparison technique* was utilised for the comparison of various types of verbal reactions to manipulative

complimentary utterances. The *generalisation technique* served to delineate the modes of representation of agreement and self-praise as reactions to manipulation in the form of compliments, praises, and approvals, and to reveal the means of enhancing the emotionality of speech. The *interpretation technique* enabled the elucidation of the speaker's intentions who resorts to manipulation by employing the positive strategy.

The **classification method** was employed to group the linguistic means that represent the reaction to manipulative complimentary utterances, and to identify their structural-semantic varieties.

The **contextual-interpretative method** was utilised to reveal manipulative situations, to explain the specifics of the verbal expression of the reaction to it, and to determine the functions of statements of agreement and self-praise as reactions to complimentary utterances.

The method of **linguostylistic analysis** aided in the description of the expressive capabilities of linguistic units at various language levels, the revelation of the manipulative potential of figures of speech, and the determination of the specific features of their functioning within manipulative discourse.

Discourse analysis facilitated the integration of both linguistic and pragmalinguistic perspectives of the study, taking into account extralinguistic factors that condition the peculiarities of the verbalisation of manipulative influence.

The method of **quantitative analysis** made it possible to ascertain the frequency of expressions of agreement and confirmation as reactions to positive manipulation and to determine the correlation between the subject of positive evaluation and the response to a manipulative complimentary utterance.

Scientific Novelty, Theoretical and Practical Value of the Results Obtained.

The scientific novelty of the obtained results. Based on the material of the Ukrainian language, the author described the means of verbal reaction of the speaker to manipulative complimentary utterances in the form of agreement and self-praise and clarified the reasons for this type of response, highlighted typical communicative techniques used to enhance influence on the interlocutor, and revealed the connection between the reaction to a manipulative compliment and the type of communicative situation. The research also identified and described the ways of verbalising agreement as a reaction to positive manipulation: repetition and paraphrasing of the manipulator's words, a continuation of the interlocutor's thoughts, interpretation or commentary, and confirmation.

The **theoretical significance** of this work lies in elucidating the specificities of linguistic responses to manipulative complimentary utterances in the form of agreement and confirmation. The research results contribute to Ukrainian pragmalinguistics and communicative linguistics with new meanings, represent a contribution to the development of the theory of speech influence, communication theory, speech act theory, and speech activity theory, and facilitate the study of the patterns of interpersonal communication, enhancing the understanding of the laws governing its functioning in society.

The **practical significance** of the obtained results is determined primarily by the fact that they can be utilised in the development of lecture courses for universities, the

writing of textbooks and manuals on communicative linguistics and pragmalinguistics, for conducting seminars and practical classes on specialised courses in communicative linguistics, functional stylistics and language culture, and speech etiquette. The linguistic study of reactions to positive manipulation enables the construction of contexts aimed at harmonising human communicative existence.

Presentation of Main Material and Substantiation of Research Results.

A compliment is one of the popular types of speech acts, the purpose of which is to elicit positive emotions in the interlocutor, but “in everyday life, situations sometimes arise where it is difficult to make the right choice related to the verbal and/or non-verbal reaction to a compliment, which would correspond to feelings and at the same time to accepted rules of politeness” (Frankowska 34). At times, a complimentary utterance can cause the listener “insecurity, shyness, embarrassment, a dilemma related to responding to it, or in extreme cases, anger, and it can even be perceived as an insult” (ibid.).

Among the reactions of Ukrainians to manipulative complimentary utterances, responses in the form of agreement and self-praise-supplement stand out. Based on the results of our research, this reaction, compared to other types of verbal responses to manipulative praise, is characterised by infrequency (constituting only 6%). However, despite this, we consider it worthy of scholarly interest and study.

In contemporary speech act theory, there is a broad understanding of the perlocutionary effect – as the addressee's reaction to a message (Селиванова 60). A communicative reaction to a positive-evaluative utterance in the form of agreement represents the law of mirror development of communication, which manifests in the “imitation by interlocutors of each other's style in the process of communication, which is carried out subconsciously, automatically” (Космеда, Осіпова 17). Among expressions of agreement, direct and indirect ones are distinguished.

In manipulative situations, the reaction of the manipulated object in the form of direct agreement predominates, which mostly takes the form of a statement about the validity of the interlocutor's opinion and is verbalised using interjections such as *Авжеж, Безперечно, Так* (*Indeed, Undoubtedly, Yes*), as well as language units like *Ваша / Твоя правда, Ви це правильно / справедливо говорите, Вірно, Маєте рацію, Надзвичайно точно, Особливо таке (такі, такий, така), Правда (ваша / твоя), Правду кажете, Правильно, Ти не помилюся, То вірно, Це ви правильно / слушно справедливо говорите, Це саме так, Це справді так, Цілком вірно, Чиста правда* (*Your truth, You speak correctly / justly, True, You are right, Extremely accurate, Especially such, Truth, You speak the truth, Correctly, You were not mistaken, That's true, You say that correctly / rightly, justly, That's exactly / so, Absolutely true, Pure truth*), for example: (Hostrokhvostyy reassures the mother of the girl he likes)

ГОСТРОХВОСТИЙ. ...Я ходжу до Рябка так, як ходять знаомі до знайомих, а женитись не женюсь. Горпино Корнійвно! Чи можна ж рівняти Оленку до Євфросини? Подумайте самі.

ГОРПИНА. О, вже що правда, то правда

(HOSTROKHOVOSTYY. ...I go to Ryabko's as acquaintances go to acquaintances, but I'm not going to marry. Gorpyna Korniiivna! Can Olenka be compared to Yevfrosyna? Think for yourself.

HORPYNA. *Oh, what's true is true*) (Нечуй-Левицький 1: 559). The means of verbalising agreement also include phraseologised expressions such as *Що добрі, то добрі, Що немає, то немає* (*What is good is good, What is absent, is absent*).

The direct agreement is characterised by argumentation, a means of speech influence, “the primary goal of which is to cause actions or a mental state in the addressee that are desired by the arguer” (Бєлова 21). Argumentation in the described type of discourse can be explained by the desire of the addressee of praise not to be unsubstantiated and to strengthen what has been said to them either by presenting facts or by pointing out the obvious.

The indirect agreement in situations involving positive manipulation manifests as agreement-promise or assurance. This recipient response is observed in reaction to indirect complimentary utterances, compliment-advances, and those marking assumptions or requesting information, for example: (a doctor encourages children to work)

– *При всяких наукових дослідях завжди важливо вести точний запис усього. Я гадаю, що найкраще з цим упорається Сашко. Адже він звик все занотовувати. Крім того, якщо доведеться комусь написати листа, це вже він зробить.*

– **Обов’язково. Будьте певні, це все буде в порядку,** – [задоволено сказав Сашко]

(– *In all scientific experiments, it is invariably important to maintain an accurate record of everything. I believe that Sashko would handle this task best. After all, he is accustomed to noting everything down. Moreover, if someone needs to write a letter, he will take care of that as well.*

– **Absolutely. Rest assured, everything will be in order,** – *Sashko said with satisfaction*) (Іваненко 98). The aforementioned also pertains to compliment-incitements.

An indirect expression of agreement can be interpreted as a reaction to praise in the form of conveying information about the negative actions or inadequate performance of other individuals (primarily competitors or opponents). In this manner, the object of praise, without resorting to direct self-aggrandisement, elevates themselves above them, for example: (an investigator is gathering information from a café director)

– *Чай у вас справді смачний. Ніде кращого не пив,* – [промовив він, окинувши поглядом кафе.]

– **Бо ніде його не вміють готувати як слід**

(– *Your tea is truly delicious. I have never tasted better anywhere,* – he stated, casting a glance around the café.

– **That's because nowhere else do they know how to prepare it properly**) (Савченко 390).

In the studied type of discourse, agreement can exhibit varying degrees of categoricity and emotionality. Emotions (feelings), in turn, are associated with the expressiveness of their manifestation (Сліпецька 151). Means of intensifying the categoricity of the agreement include interjections that activate attention or

expressions of emphasis: *E, O, Om, Om бачите!* (*Eh, Oh, See!, You see!*), repetitions, for example: *Так, так; А так, а так!; Еге ж, еге ж* (*Yes, yes; And yes, and yes!; Indeed, indeed*). Expressive means of conveying agreement reactions to manipulative compliments can also include asymmetrical constructions, the negative or interrogative form of which conveys an affirmative meaning. This concerns structures such as *А чого ж ні?, А чому б не...?, Не кажіть, Що то казати!* (*Why ever not?, Why not...?, Don't talk, What can we say about..., What's there to say!*), for example: (Mayufes is urging Fenogen to engage in a deal)

МАЮФЕС. Пора, пора вже вам на своє хазяйство.

ФЕНОГЕН. Ох, не кажіть! Запізнився, здорово запізнився, давно пора (*MAYUFES. It's time, it's high time for you to set up your own establishment.*

FENOGEN. Oh, don't tell! I'm late, terribly late, it's long been time) (Карпенко-Карий 403).

The non-categorical agreement is verbalised using lexical markers of uncertainty *виходить (на те), здається, ніби, нібито* (*it appears (that), it seems, as if, ostensibly*) and so on, as well as markers of temporal remoteness *бувало, було, давно, колись, коли-то, (які-то) часи* (*it used to be, it was, long ago, once, some time ago, (what) times*), etc., for example: (Sopilka's friend cannot fulfil his request and wishes to soften the refusal)

– *Я, Петре, подумаю <... > Може навесні щось і зробимо <... > Ти в мене друг, я б з великою охотою справляв з тобою будь-яку роботу.*

– *Було колись*, – [усміхнувся Сопілка]

(– *Petro, I will think about it <...> Perhaps in spring we can do something <...> You are my friend, I would gladly do any work with you.*

– *It was once so*, – *smiled Sopilka*) (Орос 130).

In the colloquial speech of Ukrainians, a typical reaction to a laudatory utterance referencing the past is the partial idiom *Це було давно і неправда* (*It was long ago and untrue*), which is predominantly perceived as a jest. Due to information compression, these clichéd expressions enhance the expressiveness of the utterance. Their purpose is the socialisation of the individual. The aforementioned idiomatic phrase aims not so much to negate the compliment as to harmonise relations with the interlocutor.

In reaction to manipulative compliments, a method of linguistic expression of agreement, such as repetition and paraphrasing of the manipulator's words, is frequently represented, for example: (Mykola does not want to offend Oleksiy with a refusal)

– *А може, все-таки підключимо до цього Дмитра з Петром*, – [запропонував ще раз Олексій.] – *Хлопці вони надійні.*

– *Ні в якому разі*, – [заперечив Микола, я б і тобі про це не говорив, але одному такі речі справді не під силу, та і людина ти надійна в цих питаннях, бо не тільки заради збагачення стараєшся, а таких мало.]

– *Мене збагачення майже не цікавить*

(– *Perhaps, we should still involve Dmytro and Petro in this*, – *Oleksiy suggested once more. – They are reliable fellows.*

– *Absolutely not, – Mykola objected, I wouldn't even tell you about this, but such matters are indeed beyond one person's capacity, and you are a reliable person in these issues, because you strive not only for enrichment, and such people are few.*

– ***Enrichment hardly interests me at all*** (Сивирин 134).

The agreement also finds expression in reactive utterances that demonstrate the development of the interlocutor's thoughts, interpretation, or commentary, for example: (a teacher asks a forester to find a job for his friend)

– *А вам, бачу, і тепер нема ніякого відпочинку: така ваша служба.*

– ***Собача, скажу вам: день і ніч стережи панське добре, гавкай навіть тоді, коли нічого і нікого не бачиш у лісі, навмання вночі гавкай, бо народ тепер такий, що рідного батька вкраде, от воно як***

(– *I see you still have no rest: such is your service.*

– ***A dog's life, I tell you: day and night guarding the lord's property, barking even when you see nothing and no one in the forest, barking randomly at night because people nowadays are such that they would steal from their father, that's how it is*** (Стельмах 248).

To a manipulative compliment, the addressee may respond in the form of agreement confirmation. Predominantly, such a reaction is characteristic of situations in which the compliment takes the form of an information request or contains markers of doubt (parenthetical words such as *задаю, думаю, здається* (*I suppose, I think, It seems*). Confirmation can be constructed by appealing to the opinions of other individuals. The reaction to a compliment in the form of agreement-confirmation of the interlocutor's words can be observed in situations where the complimentary utterance concerns the interlocutor's loyalty, and they seek to assure the manipulator that their assessment is not unfounded. Reactions to complimentary utterances of the specified thematic content may include means of intensifying the positive evaluation directed towards oneself: repetition, tautology, and hyperbole. For example: (the village headman motivates Hertzl to cooperate)

СТАРОСТА. *Ти розумний і хитрий як чорт! Не раз мені ти вже служив, і я тебе не забував за всі твої послуги! Служи ж ще і тепер.*

ГЕРЦЕЛЬ. *Служив і служитиму пану, аж поки не згину <...>.*

(**VILLAGE HEADMAN.** *You are as clever and cunning as the devil! You have served me more than once, and I have not forgotten you for all your services! Serve me now as well.*

HERTZL. *I have served and will continue to serve my lord until I perish <...>*) (Карпенко-Карий 1:142).

Among the agreement reactions to manipulative complimentary utterances, self-praise-addition is distinguished, for example: (Levko wants to propose to Olena's daughter)

– *Славна ще у вас хата, – [Левко збентежено переводить погляд на стіни й стелю.]*

– ***Хата тепла, люди добрі, – [посміхається Олена]***

(– *You have a splendid house, – Levko glances at the walls and ceiling in embarrassment.*

– *The house is warm, and the people are kind, – Olena smiles*)
(Стельмах 533).

Given that the purposefulness of the speaker's actions is relative, the analysis of their speech intention presents difficulties: the genuine intentions of speakers often prove to be indistinct, not demarcated from one another. Moreover, the speaker frequently lacks awareness of their intentions. Despite the complexity of analysing speaker intentions, we shall endeavour to outline the prerequisites for the emergence, in the object of manipulation, of a reaction to a complimentary utterance in the form of self-praise-supplement.

These can include the following:

- the interpretation by the object of manipulation of positive information about themselves as incomplete;
- the desire to elaborate on positive information about themselves, to communicate facts about themselves that are unknown to the interlocutor;
- the intention to assure the interlocutor that they are not mistaken in their positive assessment;
- the perception of a compliment as a reproach and the desire to justify oneself;
- the marking of doubt and surprise with a compliment: *Я й не знав/-ла, що ви...; Не думав/-ла я, що ви такий/-а (I didn't know that you...; I didn't think you were like that... etc.)*.

The communication technique characterising responsive self-praise is the use of personal pronouns and verbs in the plural form instead of the singular for self-nomination. In our opinion, this manifests the modesty of the recipient of praise, who unconsciously avoids using the pronoun *я* (I), 'hiding' behind the pronoun *ми* (we) and verb constructions in the first person plural, for example: (Horpyna wants Hostrokhvostyy to become her son-in-law)

ГОРПИНА. Тай уміє ж тобі прикласти й приказати – незгірше, як наша Євфросина. Ще й недавно познайомились з Євфросиною, а вже перейняли од неї язичка ...

ГОСТРОХВОСТИЙ. То ще невідомо, хто од кого перейняв язичка. (Гордо). Вміємо ми говорити й без вашої Євфросинки. Ми не ходимо по хатах позичати розуму та язика. Маємо доволі й свого

(HORPYNA. Indeed, you know how to apply and instruct – no worse than our Yevfrosyna. You recently became acquainted with Yevfrosyna and have already adopted her eloquence...

HOSTROKHOVOSTYY. It is yet to be seen who adopted whose eloquence. (Proudly). We know how to speak without your Yevfrosyna. We do not go from house to house to borrow wisdom and speech. We have enough of our own) (Нечуй-Левицький 1: 566).

Indirect manifestations of self-praise can include responses to a compliment-information request, in which the recipient of the praise speaks about themselves in a detached manner, in the third person. On the one hand, this can serve to create a humorous effect and harmonise communication, while on the other hand, this form of self-praise is more modest, as it does not contain first-person pronouns, for example: (the guest harmonises relations with the hostess)

– Ну, та й добрі пироги печуть там у вас на селах, Маріє Петрівно! – [вихопивсь Дунін-Левченко, вкладаючись в копи вже третього пирога.] – Істинно сільські! Смачні, аж запашині, тривні. Певно, в вас дуже здатна та зручна куховарка.

– **Та куховарка, що отут сидить з вами та чай п'є. Та то я пекла власними руками!** – [аж крикнула панія Висока якомсь трохи чванливо]

(– Well, those are some fine pies they bake in your villages, Maria Petrovna! – Dunin-Levchenko blurted out, tucking into his third pie. – It's truly rustic! Delicious, even fragrant, common. You must have a very capable and handy cook.

– **That cook is sitting right here with you, drinking tea. I baked them with my own hands!** – Mrs. Vysoka exclaimed, somewhat haughtily) (Нечуй-Левицький 1: 371).

The category of evaluation possesses a pragmatic character, is associated with the situation of speech, with context, and reflects norms embedded in the socio-cultural environment (Кононенко 54). Although the aspiration to 'be good' is encouraged in all cultures (Сапрыгина 289), Ukrainians condemn boastful people, and it is not acceptable to speak about oneself directly 'I am good!' (Космеда, Осіпова 185). The disregard for self-praisers is reflected in several Ukrainian proverbs: *Хто себе хвалить, той злих сусідів має* (Who praises himself has bad neighbours); *Колос повний до землі гнеться, а порожній угору пнеться* (A full ear of corn bends to the ground, and an empty one rises upwards) (Приповідки або українсько-народна філософія 164); *Курка кричить 'кудкудак', знесла яйце, як кулак* (The hen cries 'cluck-cluck', laid an egg like a fist) (ibid. 176); *Не хвалися, але покажися* (Don't boast, but show yourself) (ibid. 259); *Похвали мене, роте, бо тебе роздеру* (Praise me, mouth, or I will tear you apart) (ibid. 339); *Хвальба сорочки не дасть* (Boasting won't give you a shirt) (ibid. 340); *Калина сама себе хвалить, що з медом добра* (The guelder-rose praises itself that it is good with honey) (Українські приповідки 138); *Хвалилася коза, що в неї хвіст довгий* (The goat boasted that it had a long tail) (ibid. 145). People "do not like those who praise themselves, such people are not trusted, sometimes envied, and in any case condemned" (Космеда, Осіпова 158).

As V. Mozgunov notes, Ukrainian culture, "although it anticipates situations in which self-praise is permissible and even desirable, has formulated a negative assessment of this phenomenon. All ingratiation techniques are evaluated negatively, and this is due to their manipulative nature" (Мозгунов 302). The researcher explains the negative perception of self-praise by attributing to the author a tendency towards exaggeration, insincerity, 'sweetening' reality, and interprets self-praise as a violation of linguistic taboo and the foundations of maintaining communicative contact (ibid.).

The function of diminishing praise directed at oneself is performed by reactive utterances that contain references to fashion, trends, traditions, and customs, as well as generalised utterances, and so on. This form allows the addressee of the compliment to somewhat diminish their merits and emphasise their duty or belonging to a certain social group, for example: (a prisoner is being recruited for service)

– *Як гарно ви це все знаєте...*, – [задумливо сказав Іван Іванович.]

– *Комуніст – така вже його служба – повинен знати, як людям жити і як помирати ... Й кому жити, й кому помирати*

(– *How well you know all this ..., – Ivan Ivanovych said thoughtfully.*

– *A communist – that's their service – must know how people should live and how they should die... And who should live, and who should die* (Мінняйло 232).

Another way to represent self-compliment-additions is to appeal to the peculiarities of one's nature or character of upbringing: *У мене натура така, Я по-іншому не можу, Мене так виховали, що...* (*I have such a nature, I can't do otherwise, I was brought up like this, so...*) and so on.

The addressee's desire to avoid appearing immodest can explain the reactions to complimentary utterances in the form of agreement-correction, which downplays the positive assessment, for example: (a businessman wants to cooperate with a journalist)

– *...А от героїв на рівному місці ти ліпила класно! Суперпрофесійна робота.*

– *Дякую. Тільки я не на рівному місці їх ліпила. То все справді дивовижні люди – всі кого я знімала*

(– *And you sculpted heroes out of thin air brilliantly! Super-professional work.*

– *Thank you. It's just that I didn't sculpt them out of thin air. They are all truly amazing people – everyone I filmed*) (Забужко 67).

Most corrections take the form of attributing one's merits to others – mostly parents, teachers, mentors, and superiors. The reason for such a reaction may be not only the modesty of the addressee of the complimentary utterance, but also the desire to prevent envy. It should be noted that a correction reaction can be triggered by the complimentary utterances that contain incorrect interpretations of the evaluated actions and incorrect nominations, which mostly indicate the fact of raising or lowering the communication register or contain an error in nomination by position or status. For example: (the Pecheneg ambassadors seek peaceful cooperation with the prince's voivode)

– *Так, так, бачу, що ти мудрий чоловік і вірний свого господина слуга.*

– *Не слуга, а воєвода, – [поправив Претича]*

(– *Yes, yes, I see that you are a wise man and a loyal servant to your lord.*

– *Not a servant, but a voivode, – corrected Pretycha*) (Лепкий 1: 681).

To achieve communicative goals, interlocutors coordinate their speech, avoiding certain speech acts as communicatively incompatible (Яшенкова 119). The function of diminishing praise is performed by reactive utterances in the form of non-categorical agreement and restrained reactions to manipulative complimentary utterances. The reasons for such reactions include a poorly chosen subject of praise, the addressee's modesty, their reluctance to stir up envy in others, and an understanding of the communicative partner's true intentions.

Self-praising compliments are frequently verbalised using expressives that incorporate phrases which indicate the interlocutor's limited knowledge of the praised subject or employ hypothetical modality: *О, та я не тільки* (*Oh, I not only*) + [verb denoting action mentioned by the manipulation subject], *а й* (*but also*) + [verb denoting action unknown or unmentioned by the interlocutor], *А якби ви бачили, Ви ще не бачили / не чули, як я* (*If only you had seen, You have not yet seen / heard how I*) + [verb denoting positively evaluated action], *А що би ви сказали, коли побачили, який*

/яка, яке, які в мене (*What would you say if you saw what kind of smth I have*) + [noun with positive-evaluative connotation], *Якби ви тільки знали..., А що ви скажете, коли я вам скажу, що..., Ви будете ще вищої думки про мене, коли дізнаєтеся про те, що...* (*If only you knew..., What will you say when I tell you that, You will think even more highly of me when you learn about...*) + [description of a situation in which the addresser appears favourably].

Very often, the aforementioned reactions aim to impart a jocular tone to the conversation, to display one's wit, for example: (a waitress seeks to harmonise relations with a member of a delegation)

– *Ви – такий мужчина!*

– *А ви бачили, яка в мене жінка?* – [засміявся я]

(– *You are such a man!*

– *And have you seen my wife?* – *I laughed*) (Загребельний 2: 240).

Among the means of verbalising reactive self-aggrandising utterances, the words of totality *завжди, зроду, ніколи* (*always, ever, never*), adverbs marking exaggerated appraisal such as *навіть, надзвичайно, особливо* (*even, extremely, especially*), constructions built on the pattern *Не тільки [...], але й [...], Не тільки [...], а й [...], Така / такий) [...], що [...]* (*Not only [...], but also [...], Such a [...], that [...]*), rhetorically interrogative sentences marking (mostly feigned) indignation, for example: (a landowner wishes to invite Vasylina to seasonal work)

– *А хто тобі, дівчино, вишив таку гарну сорочку?* – [спитав посесор, кидаючи помаленьку гривню за гривнею на стіл.]

– *Сама вишила. Хіба я маленька, щоб сама не вишила собі сорочки*

(– *And who, girl, embroidered such a fine shirt for you?* – *asked the landowner, slowly placing hryvnia after hryvnia on the table.*

– *I embroidered it myself. Am I a child that I couldn't embroider a shirt for myself?*) (Нечуй-Левицький 2: 23).

Responses to positive-evaluative utterances, in the form of self-compliments that have a different subject of evaluation, unrelated or remotely related to the topic of conversation, and that contradict the manipulator's general intent, possess an ironic tone, for example: (a young man intends to marry advantageously)

– *Ви така розумна, спостережлива, вам, мабуть, нелегко доведеться в житті <...>*

– *Я знаю,* – [просто відповіла Віка, і я помітив, як очі її вдячно зволожилися.]

– *Але якщо до вашого розуму додасться мужність і сила волі <...>*

– *Я з сімнадцяти років воджу машину*

(– *You are so intelligent and observant, life will probably not be easy for you <...>*

– *I know,* – *Vika simply replied, and I noticed her eyes moisten with gratitude.*

– *But if your intelligence is supplemented by courage and willpower <...>*

– *I have been driving a car since I was seventeen*) (Дрозд 1: 420).

Both the reaction to a manipulative compliment in the form of agreement and the self-praise complementing the compliment are accompanied by assurances of sincerity. An interesting phenomenon in manipulative discourse is compliment interruption,

which takes the form of supplementing a compliment addressed to oneself. In our collected card file, such a reaction is represented by isolated examples. In our opinion, compliment interruption with subsequent positive self-positioning can be caused by a number of extralinguistic factors: a poorly chosen subject of positive evaluation, an ill-considered or unoriginal form of compliment, the obviousness of the manipulator's intentions, understood by the object of manipulation, as well as the object of manipulation's desire to change the topic of conversation or harmonise relations, for example: (a woman wants her husband to change his behavior for the better)

– Максимку, ти, звичайно, молодчина, я тобою пишаюся, бо ти в мене найкращий – найсильніший, найхоробріший, найвродливіший <...>

– **І у мене найчорніші вуса!** – [ховав під ними посмішку готовий розсміятися Максим].

(– Maksymko, you are, of course, a fine fellow, I am proud of you, because you are the best for me – the strongest, the bravest, the most handsome <...>

– **And I have the blackest moustache!** – Maksym hid a smile under it, ready to laugh) (Романчук 3: 177).

Self-praise-addition within a manipulative complimentary utterance may involve contrasting with other individuals and be verbalised through expressions constructed according to the pattern *Я не з тих, хто* (I am not one of those who) + [verb denoting a negatively evaluated action]. A relatively infrequent reaction is the statement of the compliment-giving fact, as well as appealing to a third party to confirm the objectivity of the compliment addressed to oneself or expressing a desire for the compliment to be heard by others, for example: (a reporter-director courts a theatre actress)

КОТЕНКО (до Юрковича). А що, слава в мене донечка, Катруся?

ЮРКОВИЧ. Очі сліпить.

КВЯТКОВСЬКА. То ви через Лучицьку осліпли, та других і недобачаєте <...>.

ЮРКОВИЧ. Коли та сліпить, так панна геть вийма очі <...> і підеш старцем навіки <...>

КВЯТКОВСЬКА. **Чуєте, пане отамане, як мене хвалять; правда, я слава?**

(KOTENKO (to Yurkovych). Well, isn't my daughter, Katrusya, glorious?

YURKOVYCH. Blinds the eyes.

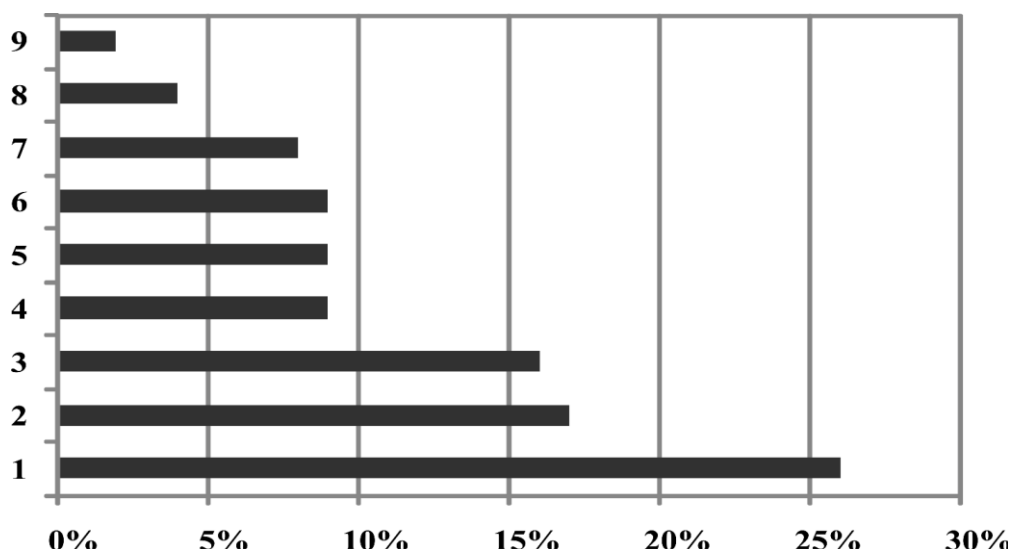
KVIATKOVSKA. So, you were blinded by Luchytska, and cannot see others properly <...>.

YURKOVYCH. When she blinds, the young lady utterly plucks out the eyes <...> and you will walk as an old man forever <...>.

KVIATKOVSKA. **Do you hear, sir ataman, how they praise me; truly, am I glorious?**) (Старицький 3: 448–449).

An analysis of the themes of manipulative compliments, to which the addressee responds with agreement and self-praise-supplementation, demonstrates that the most frequently mentioned type of reaction is elicited by complimentary utterances in which the subject of evaluation is the interlocutor's personal qualities (26% – see Figure). Moreover, among personal qualities, moral qualities dominate, specifically dedication, diligence, humanity, honesty, and integrity. The other two groups of complimentary

utterances, characterised by a pronounced frequency, are those in which the subject of evaluation is professionalism and work experience (17%), as well as utterances that



positively assess the addressee's intellectual abilities and communication skills (16%).

- 1 – The interlocutor's personal qualities
- 2 – The addressee's professional competence and experience
- 3 – The interlocutor's intellectual capabilities and communication skills
- 4 – The addressee's abilities
- 5 – The addressee's general positive evaluation/high status
- 6 – The addressee's family and friends
- 7 – The addressee's belongings and property
- 8 – The addressee's appearance
- 9 – The interlocutor's name

Fig. The object of positive evaluation in complimentary utterances, eliciting a response from the addressee in the form of agreement and self-praise-addition.

Having analysed the status characteristics of participants in manipulative interaction, we have concluded that the reaction to a manipulative compliment in the form of agreement and self-praise is predominantly characteristic of the addressee who is at the same level of status-official hierarchy as the manipulator (40%). The number of responses in which the object of manipulation is lower in status is equal to the number of responses in which it is higher in terms of status-role characteristics (30% and 30%, respectively).

The analysis of gender characteristics of the senders of utterance reactions to manipulative compliments provides grounds to assert the dominance of this type of verbal response among men (71% compared to 29% accounted for by the reactions of female representatives). In our view, these results can be explained by several factors: firstly, by the fact that manipulation in the sphere of business relations is dominant, and the number of male participants in them is significantly greater than that of female participants, and secondly, in Ukrainian culture, self-praise is condemned by society, especially if it originates from female representatives, e.g.: *Погана дівка сама себе хвалить* (A bad girl

praises herself) (from oral speech); *Хвалилась, хвалилась, поки не звалилась* (*She boasted and boasted until she fell*) (Українські приповідки 277).

Thus, agreement and self-praise represent a form of atypical response by Ukrainians to manipulative complimentary utterances, characterised by pragmatic polysemy. The primary methods of representing agreement include repetition and paraphrasing of the manipulator's words, elaboration or commentary on their thoughts, and agreement-confirmation. Among the reactions to manipulative compliments, we distinguish their contrasting types: agreement-diminution of positive self-assessment and self-praise-augmentation.

The reaction to a complimentary utterance in the form of agreement correction in manipulative discourse performs not only the function of diminishing positive assessment. It can be triggered by praise that contains a misinterpretation of the assessed actions and incorrect nominations. Typical communicative techniques characteristic of responsive agreement and self-commendation include the argumentation of positive self-assessment, the emphasis on one's sincerity, the use of the personal pronoun and verbs in the plural form instead of the singular for self-nomination, and the presentation of information about oneself in the third person.

The perspective of the study lies in examining other types of verbal responses to utterances that represent the tactics of the manipulative positive strategy.

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AGREEMENT AND SELF-PRAISE IN RESPONSE TO MANIPULATIVE COMPLIMENTARY UTTERANCES

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Abstract

Background: Despite the substantial body of research by linguists in the field of complimentary utterances and responses to them, reactions to positive evaluative utterances in situations of manipulative influence remain insufficiently studied. In light of this, the investigation, focused on one type of response to manipulative compliments, taking into account extralinguistic factors of communication, is actual and addresses a gap in contemporary language science.

Purpose: The research aims to elucidate the peculiarities of verbalisation of the addressee's reactions to manipulative complimentary utterances in the form of agreement and self-praise.

Results: This article, based on Ukrainian language materials, describes the main linguistic means of reaction to complimentary utterances in the form of agreement and self-praise. Taking into account extra-textual factors, the author elucidates the reasons for this type of verbal response, outlining both direct and indirect ways of its expression, and identifies typical communicative techniques used to influence the interlocutor. The recipient's response as praise in the form of direct agreement – a statement of the correctness or truthfulness of the interlocutor's opinion – is presented as dominant. Promises, assurances, and information about negative actions or improper work of a third party are classified as indirect ways of verbalising agreement.

Among the methods of presenting agreement, repetition and paraphrasing of the manipulator's words, continuation of the interlocutor's thoughts, interpretation or commentary, and confirmation are outlined. Linguistic means, the function of which is to diminish the positive assessment, are identified. These include generalised statements and statements containing references to fashion, traditions, and customs, emphasising duty or belonging to a particular social group or appealing to the peculiarities of personal upbringing.

Discussion: The author concluded that the reaction to a manipulative compliment correlates with extralinguistic factors, in particular, agreement-confirmation is characteristic of situations in which the compliment takes the form of a request for information or contains markers. Responding to a compliment in the form of confirming the interlocutor's opinion may involve appealing to the opinions of others. A reaction to a compliment in the form of agreement-confirmation of the interlocutor's words can be observed in situations where the complimentary utterance concerns the interlocutor's dedication, and they seek to assure the manipulator that their assessment is not unfounded. Reactions to manipulative complimentary utterances may include means of intensifying the positive assessment directed at oneself: repetition, tautology, and hyperbole.

Keywords: manipulative positive strategy, verbal reaction to a manipulative complimentary utterance, Ukrainian language, evaluation, category of evaluation, agreement, self-praise.

Vitae

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