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SPEECH FEATURES OF PSYCHIC BLOGGERS: FROM VERBAL MAGIC TO PSYCHOLOGICAL INFLUENCE

The article analyzes the speech and psychological characteristics of psychic bloggers who actively use social networks to distribute content related to mystical practices. In conditions of global uncertainty and heightened anxiety, such bloggers become manipulation tool, offering the audience the illusion of magical support and an individual approach. The purpose of the study is to identify linguistic and psychological techniques used to influence the audience, assess their impact, and consider the ethical aspects of such practices.

The methods of content analysis, discourse analysis, psycholinguistic analysis, and case study were used to achieve these goals. The content analysis allowed us to systematize verbal and non-verbal methods of influence, such as the use of mystical terms, ritual phrases and visual attributes. The discourse analysis revealed ambiguous, and vague formulations that contribute to creating the effect of universality, and strengthening trust. Psycholinguistic analysis has shown how intonation, rhythm of speech, and word selection enhance the suggestibility of the audience.

The main results of the study include the identification of key manipulation techniques, such as the use of fear, hope, and the desire for control. It has been established that psychic bloggers form the emotional attachment of viewers and contribute to their dependence, which often leads to financial losses and rejection of rational thinking. Ethical issues related to the lack of regulation of such practices are also discussed.

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The significance of the research lies in the development of recommendations for improving media literacy and critical perception of digital content. The results can be useful for educational programs aimed at protecting the audience from manipulative techniques and building resistance to unfair practices in the media space.

Key words: psychic bloggers, manipulation, verbal magic, psychological impact, media literacy, social networks, ethical risks.

MAIN PROVISIONS

The modern digital age, with its global uncertainty and anxiety, is contributing to the growing popularity of psychic bloggers who, through platforms such as YouTube, Instagram and TikTok, offer audiences "simple solutions" and magical support, increasing their influence by creating the illusion of trusting relationships.

The language of psychic bloggers, based on the use of mystical terms, ritual phrases, and cultural symbols, as well as intonation, rhythm of speech, and carefully selected words, serves as a tool of verbal magic, creating in the audience a sense of the uniqueness of the blogger's knowledge, his connection with higher powers and an atmosphere of trust and emotional security.

Psychic bloggers use vague and ambiguous formulations that allow the audience to interpret their statements in accordance with their own expectations, which, due to semantic flexibility, creates the effect of universality, and enhances trust and perceived credibility, forming a sense of individual approach.

The psychological influence of psychic bloggers is enhanced not only by verbal techniques but also by non-verbal communication, including gestures, facial expressions, and visual attributes, as well as the atmosphere of the video using colormusic and editing, which immerses the viewer in a magical reality, increasing suggestibility and emotional attachment.

The popularization of psychic content raises ethical issues related to manipulation and exploitation of audience vulnerability since the use of fear, hope, and desire for control can lead to financial losses, rejection of rational thinking, and dependence on bloggers, especially against the background of lack of regulation, which creates fertile ground for unscrupulous manipulators.

INTRODUCTION

In recent years, there has been a sharp increase in the popularity of psychic bloggers using social media platforms such as YouTube, Instagram and TikTok to distribute content related to mystical practices, and alternative methods of psychotherapy. This phenomenon is becoming especially relevant against the background of global uncertainty, and high anxiety in society, which generates increased interest in finding solutions in the field of psychology, self-development, and alternative sources of information.

The language used by psychic bloggers is a complex system of verbal and non-verbal means of influence. They often use mystical terms, ritual phrases, cultural symbols, and special intonations to create an atmosphere of magical intervention and provide viewers with the illusion of uniqueness of their knowledge and connection with higher powers. An important aspect is that this language allows bloggers to establish a trusting relationship with the audience, which enhances the psychological impact and emotional attachment of viewers. The process itself resonates with people suffering from stress, uncertainty, or emotional difficulties, and becomes a powerful manipulation tool. In addition, modern media platforms provide psychic bloggers with unique opportunities to spread their content, as well as to create a sense of direct connection with the audience. Videos, broadcasts, and posts become not only channels for transmitting information but also means for creating an emotional atmosphere that enhances the suggestibility of viewers. The color palette, background sounds, and visual attributes such as Tarot cards, candles, or crystals play a role in enhancing this effect, creating the illusion of the reality of magical effects, which in turn enhances trust and increases the blogger's influence on his subscribers.

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Against this background, an important ethical problem arises: manipulating the emotions, fears, and hopes of the audience can lead to financial losses, rejection of rational thinking, and dependence on the advice of bloggers. Especially in conditions where such practices are not regulated by official norms, the risk of exploitation of vulnerable people increases, which requires close attention from researchers and specialists in the field of media literacy. Given this, the relevance of the topic of the article also lies in the need to develop effective methods to protect the audience from manipulation and increase critical perception of such sources of information [1]. It is impossible not to recognize the foresight of Lind's statements that "psychological operations can become the dominant operational and strategic weapon in the form of media intervention" [2, 26]. From our point of view, the most important works are in the field of speech impact theoryBlakar R.M. [3], Braiker H.B. [4],V.van Dijk T.A. [5],Karabulatova I [6].R. M. Blakar wrote that language for manipulators is the most important tool for retouching meaning in order to hide the real situation [3]. Some researchers believe that modern social processes are characterized by a huge influence of mass culture as a source of various low-grade entertainment and surrogate pleasures. Modern cultural trends are also the focus of professional activities of public relations specialists, who influence the public consciousness without regard to the high values of spiritual search and selfimprovement [6].

The study of the language and methods of influence of psychic bloggers is of great practical importance. It allows not only to identification of the basic principles of influence and manipulation but also to development of media literacy programs that will help people learn how to recognize manipulation and critically perceive content on social networks. The results of the study can be useful for creating educational programs and events aimed at protecting the audience from unfair practices in the media environment, as well as for identifying common manipulation mechanisms that can be used in other fields such as advertising, marketing, politics, and even psychology [7].

Thus, the relevance of the topic of the article is confirmed by the growing influence of psychic bloggers in the media space, their psychological impact on the audience, ethical and legal issues related to manipulation, as well as the need to develop measures to protect against these manipulations in a digital society.

The purpose of this study is to analyze the language of psychic bloggers as a tool of verbal magic and psychological influence on the audience, as well as to determine its role in manipulating perception and emotional influence on the communicant.

Research objectives:

1. Analyze the main verbal and non-verbal means of influence used by psychic bloggers.

2. To study the influence of the language of psychic bloggers on the perception and emotional attachment of the audience.

3. To study ways of manipulating the emotions and psyche of the audience, as well as possible risks to the psychological state of the communicant.

4. To identify the features of semantics and ambiguity of statements used by psychic bloggers.

5. Consider the ethical aspects of the impact of psychic bloggers and propose methods to protect the audience from manipulation.

The research hypothesis. Psychic bloggers use specific verbal and non-verbal techniques, creating the illusion of magical intervention, which manipulates the audience's emotions, increases trust and dependence, and also leads to psychological risks for listeners and viewers.

MATERIALS AND METHODS

The following materials were used to analyze the speech characteristics of psychic bloggers and their psychological impact on the audience:

• Video content of psychic bloggers from YouTube, Instagram, and TikTok platforms, where bloggers conduct their sessions, share tips and offer mystical services. The materials provide data on the verbal and non-verbal means of influence used by bloggers in their speeches.;

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- Text messages from bloggers were studied, as well as comments and feedback from viewers left under the video, which allowed us to assess how the audience perceives and interprets bloggers' messages.;

- cultural and esoteric symbols: symbols, ritual phrases, terms, and cultural elements used by bloggers in the context of their materials are studied, helping to create an atmosphere of magical intervention and emotional impact on the audience;

- for an in-depth analysis of psychological impact, works on manipulation in communication, the psychology of influence and emotional attachment, as well as the theory of manipulation, fear and addiction were used;

- documents regulating work with media content, as well as materials related to media literacy and audience protection from manipulation, were used to identify ethical risks.

The following methods were used to study the speech characteristics of psychic bloggers and their impact on the audience:

1) Content analysis allowed us to study in detail the video content of psychic bloggers in order to identify verbal and non-verbal means of influence. At the same time, special attention is paid to the use of mystical terms, ritual phrases, and cultural symbols, as well as intonation, gestures, and facial expressions. Content analysis allows you to systematize and classify various methods of influence.

2) The discourse analysis allowed us to study the linguistic behavior of bloggers, and their style of communication with the audience, identify the characteristics of verbal magic and manipulative techniques, as well as analyze the structure of statements, the ambiguity of phrases, and the use of vague formulations that help create the illusion of the uniqueness of the blogger's knowledge.

3) Psycholinguistic analysis was used to study the impact of bloggers' language on the perception and emotions of viewers and allowed us to explore how certain speech forms (intonation, rhythm, word choice) affect the emotional perception of the audience, causing reactions such as trust, fear, or hope.

4) The case study (case study) allowed us to explore the impact of psychic bloggers on the audience, for which several popular bloggers were selected, whose videos went viral and received a wide response. This method also allowed us to study specific examples of the use of verbal and non-verbal manipulations, and audience reactions.

5) As part of the analysis of ethical aspects, methods of risk analysis related to manipulation and exploitation of viewers' vulnerability were used, including identifying problems related to financial losses, rejection of rational thinking, and dependence on bloggers' advice.

The research materials and methods were aimed at a comprehensive study of the linguistic and psychological aspects related to the content of psychic bloggers, as well as at identifying the ethical and social risks associated with manipulation. The results of this study can contribute to the development of audience protection programs and increase media literacy.

RESULTS

The study showed that psychic bloggers actively use specific lexical and intonational tools to give the audience the impression that their knowledge is exceptional. Mystical terms such as "energy field", "karmic cleansing", and "channels of higher powers" enhance the sense of sacredness and magical significance. Ritual phrases and repetitive formulas, such as "*Close your eyes, feel the energy,*" help create a hypnotic atmosphere, and their use enhances trust.

Vague and ambiguous formulations allow the audience to interpret bloggers' statements by personal expectations, create the illusion of an individual approach, and strengthen trust in the psychic. This helps to increase emotional attachment and perceived reliability of information. Psychic bloggers use a method known as the Barnum effect, which creates the illusion of a personalized approach. For example, the audience perceives the phrases "Important changes are about to take place

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in your life" or "You are facing a challenge, but it can be overcome" as exclusively applicable to their specific situation.

Psychics often use phrases such as "*Important changes are about to take place in your life"* or "*You are facing a challenge, but it can be overcome*". These statements are so vague that everyone can find in them a reflection of their specific situation, which enhances the perception of them as individually addressed. For example, in the needle ritual proposed by Nadezhda Shevchenko, a universal form of address is used, which gives a sense of personal help.: « *I thread the needle, I sew luck firmly to myself, I call money to myself* » [8]. For every viewer, these words can be interpreted as an appeal specifically to his financial problems and not just as universal advice. Another example from the practice of psychics is Natalia Vorotnikova's "Whispers," which uses simple, rhythmic phrases that are easy to remember and create the illusion that each word has a personal meaning for each person. These magical texts have a high suggestive power, as they are aimed at certain emotionally important aspects of human life. For example, "*I rise to meet my happiness*!", "*I drink strength, I drink health, I drink the energy of this day*" sounds as if everyone who utters them should feel like part of a ritual created specifically for him. In this context, it is possible to notice the use of techniques aimed at enhancing the suggestive effect.

An example of manipulative tactics is the use of rituals and karmic concepts. Psychics, for example, claim that people's actions have a direct impact on their fate, and "everything we send out into the world comes back to us." This approach strengthens faith in magical practices, creating the illusion of control over the future. Shaman Kajetta, for example, explains the importance of understanding one's actions and their karmic consequences, which makes a person feel responsible for their actions and perceive magical practices as a tool to influence their fate. In addition, the use of conversational vocabulary and friendly communication with the audience enhances the effect of intimacy and trust [9]. Psychics use a strategy of approaching the audience, referring to their subscribers as "*magical friends."* This style of communication creates an atmosphere of intimacy and friendship, as well as increases the emotional involvement of the audience. For example, phrases like "*My magical friends*" or "*this Sunday night*" enhance the effect of engagement, as well as give communication a personal and friendly touch, which helps to create a trusting relationship between a psychic and his audience. As a result, non-verbal means, strategies for creating personal contact, and manipulative techniques (for example, the use of karmic laws and rituals) actively contribute to the creation of trust, engagement, and emotional attachment of viewers to psychic bloggers [10].

It was found that non-verbal means such as gestures, facial expressions, visual attributes (Tarot cards, crystals, candles), as well as the use of colors, music, and editing, play a key role in creating an emotional atmosphere, enhance audience suggestibility, and immerse viewers in magical reality, increasing their emotional attachment to the content. Albert Merabian, professor of psychology at the University of California at Los Angeles, is known for his research in the field of non-verbal communication. He developed the "7-38-55 rule," which states that the perception of messages is based on 7% words, 38% tone of voice, and 55% nonverbal cues. However, it is important to note that these data relate to specific conditions where words, tone of voice, and facial expressions contradict each other. In such cases, non-verbal signals have the greatest impact on the perception of the message. In real-world situations, where all the components of communication are coordinated, their impact can be more even. Thus, although the "7-38-55 rule" emphasizes the importance of non-verbal signals in communication, its application should take into account the context and consistency of all communication elements [2].

For a deeper analysis of the discourse of psychics and their manipulative techniques, it is worth expanding the list of terms they use:

a) channels of higher forces - ways to obtain supernatural knowledge and connect with divine beings;

b) karmic purification - the process of removing negative consequences of actions and restoring spiritual balance;

c) energy channels - energy flows that pass through the human body; its purification or blocking affects health;

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d) divine energy - energy that comes from higher beings and can heal and restore;

e) Guardian angels, protectors who, according to psychics, are always there and help a person;

f) Archangels are the highest heavenly beings called for protection and purification. [8]. The example of Mikhail Ageev's discourse demonstrates how effectively mystical images and sacred terms are used to build trust and emotional impact on the audience. His posts and videos contain phrases such as: « *Our Guardian Angels are always there. They help us find the right solutions and heal our souls and bodies. Close your eyes, feel their energy. You're safe»*; «*Call upon Archangel Michael to remove all obstacles from your path»*; «*The streams of light that penetrate through your energy channels fill you with wisdom»* [11]. These phrases, saturated with sacred terms, create the illusion that M. Ageev has access to special knowledge that can change the lives of his audience. In addition, they are enhanced by visual effects such as images of angels, streams of light, and are accompanied by meditative music, which enhances the hypnotic effect on the audience. These techniques contribute to creating an atmosphere of security and confidence, making the perception of information more emotional and dependent on external influences. So, in one of the videos, Mikhail Ageev says: *«I feel the presence of Archangel Michael. He is with you, he guides you on the right path.»* This creates the effect of personal communication with a higher being, which is designed to provide protection. In another video, he addresses the audience with the phrase: « *Close your eyes, feel the energy that fills your body, cleansing it of all excess»*. Such words create an atmosphere of relaxation and willingness to accept mystical help [11].

The analyzed material confirmed that magical discourse uses the basic principles of influence according to R. Cialdini [12], such as reciprocity, commitment, social proof, authority, sympathy, scarcity, etc.

The principle of reciprocity helps to establish obligations: when psychics provide any services, such as predictions, viewers may feel the need to reciprocate, which pushes them to further actions, such as donations or the purchase of additional services. In the example of Fatima Khaduyeva, when she says, «*No matter who I interact with, positive changes begin to occur in everyone!»* she uses the principle of reciprocity. She offers people "*positive changes*" by making them feel obligated to reciprocate, such as by thanking her, following her advice, or buying services. In this context, her words act as a hidden request to the audience - they begin to expect "*positive changes*" in their lives from her, which stimulates the desire to keep in touch and continue interaction [13].

The principle of commitment and consistency plays an important role as people strive for cognitive harmony and consistency in their actions. Psychics often provide information and advice that the viewer perceives as important, and then strives to follow these instructions, even if they may be irrational. For example, when viewers feel the need to follow the "karmic laws" proposed by a psychic, despite the lack of scientific evidence for these concepts.

The principle of social proof is also actively used. Psychics can create the illusion of mass support by posting reviews from other viewers or organizing live broadcasts with mass participation, which makes new viewers feel that they are making the right choice by following the example of other people. An example is Mikhail Ageev, who writes: *«I affirm that right now my whole being is filled with the life, energy, and nature of God!»* This is an example of how repeated affirmations and public statements create the impression of mass support for an idea. People reading these statements may feel that if many people claim this, then they should also follow these beliefs, which also works as social proof since other subscribers can confirm and support these ideas, creating a sense of the "*rightness*" of the path [11].

Authority is one of the most powerful principles of manipulation. Psychics often position themselves as experts with unique knowledge that helps solve problems and overcome life difficulties. In this context, the use of rituals, karmic laws, and other mystical practices gives viewers the feeling that they are dealing with an expert they can trust. Stanislav Kazakov uses prayers and mantras, creating a feeling among his subscribers that his words carry a higher spiritual meaning. Statements like "I am changing my clothes, entering a bright new day" and "I am shining like the sun" establish him as an authoritative guide in spiritual terms, which helps the audience perceive him

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as a source of wisdom and knowledge, thereby facilitating the manipulation of their emotions and perception of reality.

The principle of sympathy plays a key role in building a trusting relationship. Psychics often use a friendly and warm communication style, addressing their audience as "friends," which helps create emotional attachment and makes people more inclined to trust and accept recommendations. When psychics like Daria Mironova build their reputation on the image of a "kind", "caring" visionary, they use the principle of sympathy. Words like "*Most of all, humanity needs to be afraid of the new virus*" are portrayed as those who care about the well-being of society, which causes positive emotions and trust among the audience [10].

Finally, the scarcity principle is used to create a sense of urgency and uniqueness of the offer. Psychics can convince their viewers that if they don't take advantage of a unique opportunity or seek help in a moment of "crisis," they will lose the chance to improve their lives. For example, KajettaAkhmetzhanova warns about the consequences of the spread of artificial intelligence and the need to fear future changes.: « *The situation may last about 10 years and the consequences will be very sad.* » - there is a feeling of information scarcity. Such a forecast is alarming and makes the audience think that they need to act urgently to avoid negative consequences, which in turn increases the perceived value of her predictions and advice [9].

The results of the conducted analysis of the factual material can be presented in the form of the following table, which presents quantitative data – the number of examples (phrases) through which the principles of influence in esoteric discourse are realized.

Table 1 – Principles of influence and linguistic means of esoteric discourse

№	Principlesofinfluence	Magician/esotericist	The amount ofexamples	Examples
1	reciprocity	Shevchenko N.	17	*«My good ones, today I want to share with you an ancient secret that will help you cope with stress»*
		Akhmetzhanova K.	21	*«Blue is the color of the mental plane of the Soul and the Ajna chakra. This chakra is the key to clairvoyance and has a direct connection with intuition»*
		Ageev M.	18	*«The Creator loves me, the universe takes care of me, and the Angels surround me and are always with me! That's why everything is always fine with me, no matter what and in spite of everything!»*
		Khadueva F.	24	*«No matter who I interact with, positive changes begin to occur in everyone.!»*
		Mironova D.	13	*«My precious ones! Thanks to you, we are creating a space where faith, hope and magic live»*
2	commitmentandconsistency	Shevchenko N.	32	*«If there is a sick or weakened person in the house, hang a photo of a pine, spruce, or cedar over his bed»*
		Akhmetzhanova K.	27	*«If an image with a sunflower is placed in the southeast of your house, then your financial well-being will never leave you»*
		Ageev M.	18	*«The main thing is not to forget to address the Angels. When they are together, everything begins to harmonize, add up easily and naturally»*
		Khadueva F.	15	*«Don't waste time arguing. Otherwise, the intellectual body will turn into a basket of intellectual garbage»*
		Mironova D.	21	*«Be grateful for everything: for every day, for every meeting, for every moment of happiness. When you express gratitude, you open the door to new opportunities»*
3	socialproof	Shevchenko N.	19	*«The Epiphany dreams come true. Every dream matters. After all, the Spirit of the holiday is hovering around»*
		Akhmetzhanova K.	20	*«A technological boom is coming, many people will lose themselves and their minds»*

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		Ageev M.	13	«I affirm that right now my whole being is filled with the life, energy, and nature of God.!»
		Khadueva F.	22	«People with the Moon in Aries are easily excitable, react quickly to the world around them and never doubt the adequacy of their feelings»
		Mironova D.	15	«Energy is our main resource. In 2025, we will have the opportunity to be filled with powerful energy if we skillfully direct our efforts in the right direction»
4	authority	Shevchenko N.	29	«The first thing to keep secret, the sages say, is your far-reaching plans. Keepquietuntilthisplancomestrue.»
		Akhmetzhanova K.	21	«The spirits confirm that we are heading for a Great Transition. Money and financial structure will change. Electronic money will appear»
		Ageev M.	18	«I am shining like the sun»
		Khadueva F.	14	«Pluto recognizes no one and nothing,"neither idols, nor the cult of personality. Hehasonelaw, thelawofjustice.»
		Mironova D.	12	Psychologists believe that angels and demons can be a reflection of our inner world. Each of us carries both an "angel" - our good intentions, and a "demon" - fears, doubts, and negative thoughts.
6	sympathy	Shevchenko N.	28	«My dear ones, I always think about your well–being, so today I want to share with you a very valuable knowledge - the Slavic conspiracy against colds»
		Akhmetzhanova K.	21	«Burning sage will protect your home from negative energy»
		Ageev M.	26	«Angels can protect your loved ones, help animals, and support you in important moments of your life. They are willing and able to participate in all areas of your life, dear ones»
		Khadueva F.	17	«The moon will fill you with power, lead you to abundance and fame»
		Mironova D.	19	«Most of all, humanity needs to fear a new virus»
7	deficit	Shevchenko N.	27	«There are things that are better not to accept, so as not to disrupt the harmony in your life! The Hourglass: They speed up the passage of time and deprive us of the opportunity to enjoy the moment»
		Akhmetzhanova K.	23	«The situation may last about 10 years and the consequences will be very sad»
		Ageev M.	17	«Most people are under the influence of dark forces without even knowing it»
		Khadueva F.	12	«There will come a time when people will lament not because they stole a car or money, but because they stole the Energy of life»
		Mironova D.	16	«Mercury retrograde increases instability from March 15 to April 7. Its influence can cause disruptions in communications, breaks in relationships, and problems with documents»

It is important to note that manipulations using emotional reactions can have long-term negative consequences for the audience. For example, frequently repeated predictions about personal life or financial situations can create false expectations among viewers and dependence on the advice of psychic bloggers, which leads to a rejection of rational analysis of what is happening and an increase in financial costs for "help." Research shows that such behavior can lead to the formation of dependence on magical practice, when a person begins to look for solutions to their problems not in real life, but through magic and psychic practices, which can contribute to the rejection of rational decisions and reduce the ability to think critically.

The presented results confirm the need for a systematic approach to research and prevention of the influence of psychic bloggers.

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DISCUSSION

In the modern media space, a vocabulary saturated with mystical images and sacred terms is becoming one of the most important tools for building trust and manipulating the consciousness of the audience. According to D.V. Surkov's research, the use of sacred language creates the illusion of expertise, which is a key element of magic. In the article "Mystical Text as a result of the rationalization of mystical experience," he describes in detail how such techniques are used to manipulate perception and increase confidence in claims of supernatural abilities. Surkov notes that the vague and ambiguous formulations characteristic of psychics allow the audience to interpret their statements by their expectations, creating the effect of universality and increasing trust [14]. He also claims that such methods are key elements in the formation of magical perception and the manipulation of consciousness. Z.L. Novozhenova, a well-known linguist, emphasizes in her research that repetition and intonation features of speech play a key role in the perception of what is said as truth, especially in conditions of emotional vulnerability of the audience [7]. She notes that the repetition of certain phrases and the use of specific intonation enhance the perception of information as reliable and meaningful. In her work "Genres of Esoteric Discourse in the Media Space," Z.L. Novozhenova analyzes how indirect forms of communication, such as repetition and intonation nuances, affect the perception and understanding of messages in family relationships. She argues that such speech strategies help to establish trust and strengthen the emotional bond between interlocutors [7].

Psychics and bloggers who use magical and esoteric practices actively exploit mystical terminology to create a sense of the uniqueness of their knowledge and draw attention to their statements. [15]. This approach is especially effective in the context of the emotional vulnerability of listeners seeking answers to important and often painful questions in their lives. The influence of sacred vocabulary is not limited to verbal manipulation but also includes special intonation and visual effects that enhance the hypnotic effect. An important role in this process is played by the adaptation of terms and images to the cultural context of the audience, which makes it possible to strengthen trust and bind listeners to the rhetoric of a psychic.

The use of techniques such as addressing angels, archangels, and higher powers, as well as the use of sacred vocabulary, creates in the audience a sense of the exclusivity of this knowledge. People begin to perceive such messages as a guide to action, especially when they are in a vulnerable emotional state, which increases trust and makes them dependent on further recommendations from a psychic. Mystical vocabulary, in particular, terms that appeal to higher powers and in a sacred way, are a powerful tool for influencing the audience. It creates an atmosphere of trust and belonging to something higher, which in turn contributes to the manipulation of perception and the formation of dependence.

In recent years, media platforms such as TikTok, Instagram, and YouTube have become powerful channels for distributing content related to mysticism and esotericism. Psychics and bloggers using sacred terminology and ritual practices actively attract the attention of the audience by providing promises of spiritual purification, improving life, and solving personal problems. These practices, often accompanied by specific vocabulary and visual effects, are based on deeply psychological mechanisms that use common but emotionally charged phrases to create the illusion of a personalized approach. In their practice, psychics use mechanisms familiar to manipulation psychology, such as the Barnum effect and the principle of personalization. Examples from media content vividly illustrate these processes. Examples from media content vividly illustrate these processes. For example, on TikTok and Instagram, psychic bloggers often post short videos in which they demonstrate their abilities through ritual actions such as sprinkling salt or reciting mantras. In the comments under such videos, you can find thanks for the "help", which indicates the active formation of trust and affection on the part of the audience. Such actions are usually accompanied by lulling intonation and visual elements, which enhance the hypnotic effect.

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YouTube also serves as an important platform for distributing mystical content. One of the popular channels offers "karmic cleansing" for donations, which highlights the commercial component of such content. Rituals, as in the case of TikTok, are accompanied by specific vocabulary and calm intonation, which helps to establish a trusting relationship with the audience. Such videos use expressions that create the feeling that the viewer is receiving individual recommendations, which enhances the effect of manipulation. In addition, in various national contexts, such as Kazakhstan, psychic bloggers often integrate elements of traditional culture to increase the trust of their audience. For example, the use of symbols such as the kobyz or dombra, with statements about the sacred meaning of these tools, allows viewers to adjust to the perception of content as culturally and spiritually significant, which enhances the effect of trust and the perception of mystical information as true.

Thus, mystical content created by psychic bloggers relies on proven psychological mechanisms of influence, such as the creation of emotional attachment, personalization, and the use of sacred vocabulary. These strategies have a convincing effect on viewers, especially those who are in a vulnerable emotional state. However, it is important to note that such manipulation methods require critical reflection and awareness of their impact on the audience's consciousness to minimize the risks of psychological manipulation and loss of confidence in objective information.

When discussing the use of vague and ambiguous language by psychic bloggers, it is worth noting how these strategies enhance the perception of a personalized approach and contribute to the growth of trust and emotional attachment of the audience. As research shows, for example, Paul Ekman in his work "Psychology of emotions. I know how you feel" [16], people tend to perceive generalized statements as directly relevant to their lives, especially when they relate to emotionally significant topics. This is because human emotions are universal, and even the most general phrases can be perceived as personal. S.V. Pakhomov emphasizes that people tend to perceive generalized statements as personalized, especially if they affect emotionally important aspects and increase the level of trust in the source of information [1]. In his work "The Specifics of esoteric Knowledge", S.V. Pakhomov explains that this is due to the universal nature of human emotional reaction to significant events. The personalization effect arises from people's ability to "apply" what they say to their emotionally significant aspects of life [1]. Ermolaeva E.V. in her work "Meditative, magical, psychotherapeutic and religious discourses in comparative light," states that people tend to perceive generalized statements as directly related to their lives, especially when they relate to emotionally significant topics, since human emotions are universal, and even the most general phrases can be perceived as personal [15].

As E. Ermolaeva points out, magical texts often use rhythmic repetitions, transliteration, rhyme, and imperatives, which makes them easy to perceive and remember. These elements not only enhance the personalization effect but also promote emotional engagement. For example, the ritual associated with the needle includes the imperative "*do it*" and the repetition of the phrase "*I call money to myself*," which contributes to the introduction of this ritual into the subconscious of a person, creating the feeling that the process acts exclusively for him [15].

The use of such strategies and effects contributes not only to creating the illusion of an individual approach but also to building trust in a psychic. People begin to believe that these practices are just for them, which enhances emotional attachment and the perceived reliability of information. In such circumstances, they may be more receptive to further recommendations and rituals, which makes such practices a powerful tool for psychological influence.

Non-verbal means of communication play a key role in creating a trusting and emotional atmosphere, which enhances the perceived reliability of information and contributes to the formation of emotional attachment among the audience. In the context of psychic bloggers, non-verbal cues such as visual attributes (Tarot cards, crystals, candles), music, and montage are used to enhance the magical atmosphere and create the illusion of a personal, personalized approach. The color scheme and music, as additional elements, actively influence the viewer's perception. For example, the use of dark and mysterious colors can be associated with mystical and secret knowledge, and soft, soothing music can be associated with a mood of trust and calm, which contributes to a sense of intimacy.

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The scientific validity of the claim about manipulation in the context of popularizing the content of psychic bloggers is supported by various studies in the field of psychology of influence and manipulation. Research shows that manipulating the emotions and cognitive processes of an audience can lead to addiction, financial loss, and the abandonment of rational thinking. In his book The Psychology of Influence, Robert Cialdini identifies six key principles of manipulation that are actively used by psychic bloggers to create trust and emotional attachment [12].

Psychics also often use fear as a means of manipulation. For example, claims that failure to perform certain rituals or accessing the "wrong" source of information can lead to misfortune or misfortune increase the anxiety and fear of the audience, which contributes to their further dependence. This is consistent with P. Ekman's theory of emotional reactions, where fear and anxiety are often used for manipulation as they have a powerful influence on decision-making.

Thus, the use of the principles of R. Cialdini, manipulation of emotions and trust created through emotional connections, has been proven in the scientific literature as an effective way to influence the audience. In practice, this leads to dependence on psychic bloggers, increased financial costs, and reduced ability to make informed, rational decisions [12].

The study emphasized that the popularization of the content of psychic bloggers is associated with the exploitation of audience vulnerability, including the manipulation of fears, hopes, and the desire for control over life. It is noted that such practices often lead to financial losses, rejection of rational thinking, and dependence on bloggers. Robert Cialdini, in his book The Psychology of Influence, described how manipulators use people's emotional states to achieve their goals [12]. R. Cialdini, as noted above, identifies six principles of influence, each of which can be used for manipulation:

1) Reciprocity: People feel an obligation to reciprocate the services and gifts they receive. Manipulators can use this principle to make the victim feel a sense of duty and persuade her to the desired behavior.

2) Commitment and consistency: a person strives to be consistent in their actions and beliefs. Manipulators can use this principle to force a person to continue acting in a certain direction, even if it does not meet their interests.

3) Social proof: People tend to follow the example of others, especially in uncertain situations. Manipulators can create the illusion of mass support to convince a person of the correctness of his actions.

4) Authority: People tend to obey authorities or those who are perceived as experts. Manipulators can use this principle to force a person to trust them and follow their instructions.

5) Liking: People tend to agree with those they like. Manipulators can use this principle to establish trust and evoke positive emotions in the victim.

6) Scarcity: People attach more importance to what is limited or unavailable. Manipulators can create a sense of scarcity to encourage a person to act quickly and without hesitation [12].

R. Cialdini emphasizes that awareness of these principles and their impact on our behavior allows us to more effectively resist manipulation and make more informed decisions [12]. These principles were the basis of the material we analyzed.

In the context of manipulative practices, such as those used by psychic bloggers, it is important to train the audience to recognize specific techniques of influence aimed at changing perception and decision-making. This includes the ability to detect emotional manipulation, false statements, and the use of authority and social proof, which leads to excessive reliance on information sources without proper verification.

Teaching critical content analysis helps the audience to reduce their susceptibility to manipulation. People with a high level of media literacy can effectively filter information, evaluate its source and motivation, and resist manipulation, avoiding the influence of pseudoscientific and extrasensory statements that may be aimed at undermining rationality and critical thinking. Within the framework of this approach, several key points can be identified:

a) Learning to recognize manipulative techniques such as using fear, information scarcity, authoritative statements, positive illusions, and social evidence;

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b) the ability to distinguish truthful information from distorted information, to realize the potential benefits and goals of manipulators.

In the context of the widespread use of digital technologies and social networks, it is important to develop the ability to reflect on media practices to avoid manipulative influences that may come from psychic bloggers.

The proposal to develop educational programs to improve media literacy includes several practical steps:

1) Teaching critical thinking: Educational programs should include courses and training that teach students and adult audiences the principles of critical analysis of media content, which will allow people to distinguish between manipulative techniques and a more objective approach to information consumption.

2) Media studies courses should focus on studying how media messages are formed, what techniques are used to manipulate the emotions and thoughts of viewers, which allows the audience to reveal the hidden intentions of content creators.

3) Manipulation recognition practices, training will include training to recognize specific manipulative techniques, such as using fear, deficits, appealing to authority or emotions (for example, exacerbating fear of future disasters, as many psychic bloggers do).

4) Development of digital literacy, an important element of educational programs, will be the development of digital literacy, which includes skills in working with information on the Internet, checking facts, and using tools to recognize fake news and manipulation in social networks.

The need to develop educational programs aimed at improving media literacy, especially in terms of recognizing manipulative techniques and critical perception of content, is becoming apparent against the background of the growing influence of psychic bloggers and other media figures. It is important to teach media consumers to take a more conscious approach to media content consumption, minimize the impact of unfair practices, and maintain rational thinking in a saturated digital space.

CONCLUSION

The modern digital age, with its uncertainty and anxiety, is driving the popularity of psychic bloggers who offer "simple solutions" and magical support by building trusting relationships with audiences through platforms such as YouTube, Instagram, and TikTok.

The language of these bloggers, based on mystical terms, ritual phrases and cultural symbols, as well as intonation, rhythm of speech and carefully chosen words, serves as a tool of verbal magic, creating in the audience a sense of uniqueness of knowledge and connection with higher powers.

The use of vague, ambiguous formulations allows the audience to interpret bloggers' statements in accordance with their own expectations, which creates the effect of universality and enhances trust and the perception of authenticity, forming a sense of individual approach. Psychic bloggers actively use various verbal and non-verbal means of influencing their audience. Specific lexical phrases, such as mystical terms and sacred phrases, as well as techniques aimed at creating a hypnotic atmosphere, enhance the perception of their statements as deeply meaningful and true. The influence of such practices is based on the Barnum effect, in which vague, ambiguous statements are perceived as personalized and relevant to each individual viewer. Non-verbal signals also play an important role in this process - gestures, facial expressions, visual attributes that create a magical atmosphere and enhance the suggestibility of the audience.

Special attention in the study is paid to the psychological aspects of manipulation, such as the use of fear, hope and the desire for control, which in turn can lead to financial losses and rejection of rational thinking. The application of the principles of manipulation described by Robert Cialdini shows how psychic bloggers effectively influence the behavior of their viewers using the principles of reciprocity, authority, social proof, and others.

The popularization of psychic bloggers' content raises ethical questions, as the manipulation of fears, hopes, and the desire for control can lead to financial losses and dependence, which is especially

dangerous given the lack of regulation in this area. To minimize the risks associated with such practices, the study highlights the need to develop media literacy. Teaching critical perception of content and recognizing manipulative techniques is becoming an important tool to protect the audience from unreliable sources of information. The development of educational programs aimed at improving digital literacy will help people realize the impact of media content on their perception and, as a result, reduce the impact of manipulation.

Thus, the results of the study confirm the importance of an integrated approach to preventing the impact of psychic bloggers and emphasize the need to include educational initiatives that can minimize risks for the audience and increase its ability to critically perceive modern media.

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Психикалық блогерлердің сөйлеу ерекшеліктері: ауызша сиқырдан психологиялық әсерге дейін

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Мақала мистикалық тәжірибеге қатысты мазмұнды тарату үшін әлеуметтік медианы белсенді қолданатын психикалық блогерлердің сөйлеу және психологиялық ерекшеліктерін талдауға арналған. Жаһандық белгісіздік пен жоғары мазасыздық жағдайында мұндай блогерлер аудиторияға сиқырлы қолдау мен жеке көзқарастың елесін ұсына отырып, манипуляция құралына айналады. Зерттеудің мақсаты - аудиторияға әсер ету үшін қолданылатын тілдік және психологиялық әдістерді анықтау, олардың әсерін бағалау және осындай тәжірибелердің этикалық аспектілерін қарастыру.

Қойылған міндеттерге қол жеткізу үшін контент-талдау, дискурстық талдау, психолингвистикалық талдау және кейс-кезең әдістері пайдаланылды. Мазмұнды талдау мистикалық терминдерді, салттық тіркестерді және визуалды атрибуттарды қолдану сияқты ауызша және вербалды емес әсер ету әдістерін жүйелеуге мүмкіндік берді. Дискурстық талдау әмбебаптық әсерін құруға және сенімділікті арттыруға ықпал ететін көп мағыналы және түсініксіз тұжырымдарды анықтады. Психолингвистикалық талдау интонация, сөйлеу ритмі және сөздерді таңдау аудиторияның ұсынысын қалай арттыратынын көрсетті.

Зерттеудің негізгі нәтижелеріне қорқыныш, үміт және бақылауға ұмтылу сияқты манипуляцияның негізгі әдістерін анықтау кіреді. Психикалық блогерлер көрермендердің эмоционалды байланысын қалыптастырады және олардың тәуелділігіне ықпал етеді, бұл көбінесе қаржылық шығындарға және ұтымды ойлаудан бас тартуға әкеледі. Сондай-ақ, мұндай тәжірибелерді реттеудің болмауына байланысты этикалық мәселелер талқыланады.

Зерттеудің маңыздылығы медиа сауаттылықты арттыру және сандық мазмұнды сыни тұрғыдан қабылдау үшін ұсыныстар әзірлеу болып табылады. Нәтижелер аудиторияны манипуляциялық әдістерден қорғауға және медиа кеңістіктегі жосықсыз тәжірибелерге төзімділікті қалыптастыруға бағытталған білім беру бағдарламалары үшін пайдалы болуы мүмкін.

Кілт сөздер: психикалық блогерлер, манипуляция, ауызша сиқыр, психологиялық әсер, медиа сауаттылық, әлеуметтік медиа, этикалық тәуекелдер.

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Речевые особенности блогеров-экстрасенсов: от вербальной магии до психологического воздействия

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Статья посвящена анализу речевых и психологических особенностей блогеров-экстрасенсов, активно использующих социальные сети для распространения контента, связанного с мистическими практиками. В условиях глобальной неопределенности и повышенной тревожности такие блогеры становятся инструментом манипуляции, предлагая аудитории иллюзию магической поддержки и индивидуального подхода. Цель

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исследования – выявить языковые и психологические приемы, применяемые для воздействия на аудиторию, оценить их влияние и рассмотреть этические аспекты подобных практик.

Для достижения поставленных задач использованы методы контент-анализа, дискурс-анализа, психолингвистического анализа и кейс-стадии. Контент-анализ позволил систематизировать вербальные и невербальные приемы воздействия, такие как использование мистических терминов, ритуальных фраз и визуальных атрибутов. Дискурс-анализ выявил многозначные и расплывчатые формулировки, способствующие созданию эффекта универсальности и усилению доверия. Психолингвистический анализ показал, как интонации, ритм речи и подбор слов усиливают внушаемость аудитории.

Основные результаты исследования включают выявление ключевых приемов манипуляции, таких как использование страха, надежды и стремления к контролю. Установлено, что блогеры-экстрасенсы формируют эмоциональную привязанность зрителей и способствуют их зависимости, что нередко приводит к финансовым потерям и отказу от рационального мышления. Также обсуждаются этические вопросы, связанные с отсутствием регулирования подобных практик.

Значимость исследования заключается в разработке рекомендаций для повышения медиаграмотности и критического восприятия цифрового контента. Результаты могут быть полезны для образовательных программ, направленных на защиту аудитории от манипулятивных приемов и формирования устойчивости к недобросовестным практикам в медиапространстве.

Ключевые слова: блогеры-экстрасенсы, манипуляция, вербальная магия, психологическое воздействие, медиаграмотность, социальные сети, этические риски.

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HUMOROUS DISCOURSE: CONTENT, STRUCTURE AND DISTINCTIVE NATURE

The article investigates the nature and peculiarities of humorous discourse in Kazakh, Russian and English linguocultures. The purpose of the study is to identify the key features and specifics of humorous discourse through the analysis of jokes in Kazakh, Russian and English. The study of discourse within the framework of the anthropocentric paradigm contributes to the consideration of humorous discourse not only as a linguistic phenomenon, but also as a sociocultural one reflecting the general and ethnic characteristics of communication. The research findings prove that humorous discourse is characterized by the following three distinctive features: the speakers' refusal to apply a serious tone, the presence of a relaxed and friendly atmosphere of communication, as well as the existence of laughter behavior patterns.

Key words: humorous discourse, irony, speech, communicative intention, laughter, humor, comedy, humorous atmosphere, behavior.

MAIN PROVISIONS

Based on the anthropocentric paradigm of linguistics, the current article deals with the basic theories and findings in discourse studies. It appears from the large number of types, categories and manifestations of many humor theories. The most significant of them are proposed by domestic linguists (T. Kozhakeev (1996), G.N. Smagulova (2016), I.V. Zhumagulova (2001), B.M. Maulenova (2006), A.K. Kopaeva (2022), A.B. Alzhanova (2019), etc.) and foreign researchers (V.I. Karasik (2002), V. Raskin (2008), T. Dramlitsch (2018), M.O. Kalintseva (2013), L.V. Borodina (2015), etc.).

In modern linguistics, special attention is paid to the investigation of humorous discourse. The linguistic features of Kazakh satire and some broader aspects of satirical discourse have been comprehensively studied in the research conducted by local scholars. T. Kozhakeev studies the concept of humor and its characteristic features from a stylistic and linguistic perspectives [1]. G.N. Smagulova and G.A. Amirakynova analyze the thematic features of Kazakh humor in their research [2]. They emphasize the significance of context (cultural, social and situational) and comedic devices (language and wordplay) not only in the production of humor, but also its perception by the members of Kazakh community.