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У статті визначено класи лексичних змін на основі лексико-семантичних та морфологічних ознак. Описано типи відношень між підкласами та елементами підкласів лексичних змінних. Зображено структуру класів та внутрішньокласові зв'язки між елементами. Продемонстровано наповнення словника маркерів інформаційно-психологічної маніпуляції на основі формалізації прийому та відношень між семантичними змінними.

Ключові слова: семантична змінна, інформаційно-психологічна маніпуляція, варіант реалізації прийому ІПМ.

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STRUCTURE OF DICTIONARY OF LEXICAL VARIABLES MARKERS USED FOR DETECTING INFORMATIONAL AND PSYCHOLOGIC MANIPULATION

The paper presents the new approach to solving the topical problem of detecting informational and psychologic manipulation (IPM) in online communities. IPM is a frequent phenomenon in discussions of online communities. IPM is deliberate influence of an individual on consciousness of others by means of informational space constituents and mechanisms of informational influence targeted at aims advantageous for one party. IPM is a great threat to efficiency of informational activities of participants in particular and popularity of an online community as a whole. The paper elaborates the algorithm for detecting IPM on the basis of piecewise linear aggregate. The IPM detection process lies in detecting IPM tools in participants' utterances and further identification of IPM tactics on the basis of strictly specified sequence of IPM tools. An IPM tool is detected if the marker of an IPM tool is spotted. The latter constitutes of text elements (verbal, nonverbal and metagraphematical). Tools markers are constructed taking into consideration peculiarities of syntactic structure, lexical units and speech acts exploited in text realizations of an IPM tool. The element of the formal model of IPM tool, namely semantic variables, is detailed. Semantic variables contain generalized information about semantic content of a sentence. Semantic variable is an element of lexical content of an utterance which varies depending on discourse, style, discussion topic and belongs to the certain class of notions. Semantic variables are organized into three classes, notions, predicates and characteristics on the basis of their lexical, semantical and morphological features. The structure and intra-class and inter-class relation is depicted. The peculiarities of each class are emphasized. Creating the voluminous dictionary of IPM tool markers on the basis of a formalized IPM tool and the net of relation between the subclasses is presented.

Key words: semantic variable, informational and psychologic manipulation, variant of IPM tool realization.

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[6],

[7].

[8].

[9, 10].

[4]. (1)

$$SemanticVariable_i = \{SemanticVariable_{ij}\}_{j=1}^{N(SemanticVariable_i)} \quad (1)$$

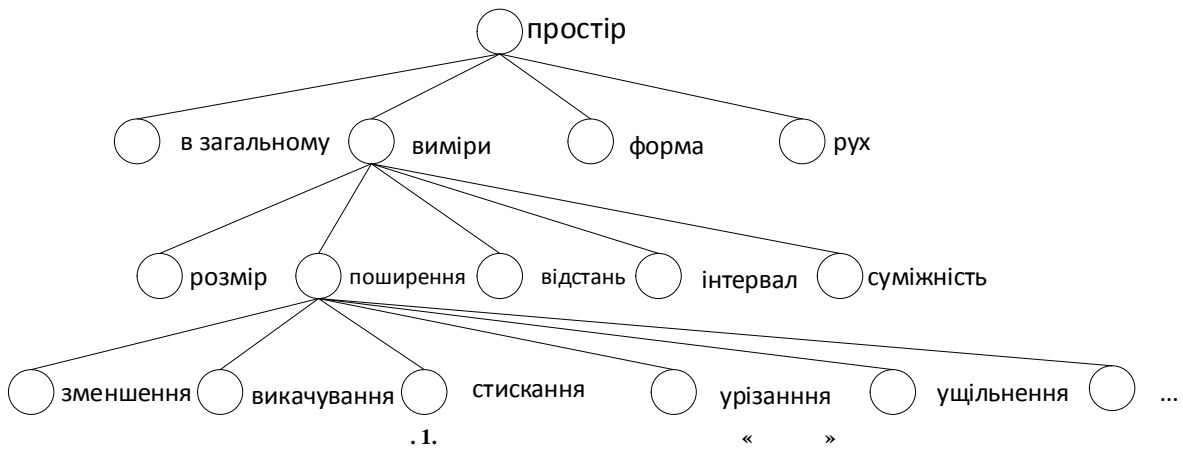
SemanticVariable_i — ; N^{SemanticVariable_i} —

[4].

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10-

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« (, » : « NameSurname, Facebook »

2

()	SemanticVariable::=< >	NameSurname
.(.)	SemanticVariable::=< >	
(.)	SemanticVariable::=< >	

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