CLICKBAIT AS A FORM OF MANIPULATIVE INFLUENCE IN A MODERN MEDIA TEXT

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Information is an integral part of the life of every society. Despite this fact, we can't say with utter certainty that all aspects of information as a phenomenon will ever be studied since our reality is constantly changing. The **scientific novelty** of this study is defined by the object of the research. It is commonly asserted that with the rise of the Internet, a great deal of information that was previously inaccessible has become public. The main feature of the Internet is that it contains all possible media, so now people have a possibility to choose from a variety of available resources. In addition, the Global Web is hard to control, that's why censorship of any kind doesn't really work there. This explains the fact that the media struggle for the reader's interest at all costs, sometimes even neglecting morality.

Clickbait is a "catchy", emotional type of headline, that makes us click on the link and "snap at their bait". The main **research purpose** is to study clickbait as a new method of attraction, its types and manipulative potential.

Material and methods. Research methods used in this study are data collection and analysis, interviewing. As a material we used information in the public domain (articles in various publications and their headlines, the number of views). The Global Web allows us to study the demand and therefore the effectiveness of a clickbait influence. An equally important part of the study was an interview with an editor of the "Psychologies" magazine (Moscow, Russian Federation).

Findings and their discussion. The way a media text is defined, first of all, by its title. A title saves readers' time and effort in the search of information and performs a nominative function by giving a name to an article and allowing us to distinguish it from a number of others. A headline is the first thing readers see and it is considered to be the main selection criterion. That's why the role of naming and the choice of appropriate methods of attraction have risen. We can't but agree that clickbait is the best example how to arouse reader's attention. Our study has shown there are different types of clickbait. Above all we separated misleading and misinforming headlines that have nothing to do with the contents from the simply intriguing type that leads readers to the expected content. The first type includes: 1) exaggeration (when a simple fact is presented as a sensation or suspicion is presented as a fact:"Mother of «sausage king» Vladimir Marugov found guilty in death of the son", 17 237 views [9]); 2) misinterpretation ("one thing in words, another in deed": "Not just his brother's wife: Prince Harry and his special relationship with Duchess Kate", 186 493 views [7]); 3) putting pressure on emotions ("The astrologer named what months will be difficult for Russia and announced when the special operation in Ukraine will end", 1 561 338 views [8], "Be careful! These people are toxic! Zodiac signs considered energy vampires", 143 790 views [4]); 4) call for action (direct address to the reader:

"Don't miss your chance to get the best smartphone of 2022: Note 12 Pro review from Infinix. We're talking about a «flagship killer» that will change your life." [3]

The second type of clickbait is a way to attract readers without cheating. It includes: 1) numbers (usually a numbered list of things, places, reasons, ways to do something: "6 signs of a person who didn't get enough love in childhood", 158 812 views [5], 2) piggybacking (to use the fame of celebrities to attract attention, telling about their lives, to take an interview: "Irina Khakamada: "It is useful to dive into the very depths of despair", 27 882 views [2]; 3) successful solution of the question (including phrases "how to", "what to", "this is how", "this is what": "What to do when you do not know what to do? Psychologist's advice", 2 593 views [6].

According to our observations, clickbait is not always effective. [1] It depends on its type, aim, media's reputation and target audience. People stopped responding to traditional forms of clickbait including the words "Shock!", "Sensation!" or "You won't believe!" as their media-literacy rate has increased. But users also tend to leave common sense if it's a burning topic. As in our above-mentioned article about an astrologist and his/her predictions about the special operation. The most remarkable fact is that people are still interested in the life of celebrities and fall into the trap of fake news of someone's death. Clickbait is also used as a manipulative instrument, for example to make people do something: to buy a product, to form certain political views under the influence of emotions, to find an easy way to solve problems, to play and win.

Conclusion. Clickbait is a powerful marketing strategy if used correctly. It can be dangerous in the context of Information Warfare, because information or misinformation is the strongest weapon.

Thus, clickbait is more commonly used by the gutter press. The reason for this is that it undermines reader's trust and leads to drop in rankings. According to an editor of Psychologies magazine Alexandra Kravchenko, the cost of clickbait is too high. In modern reality mass media ratings depend on the operation of algorithms as all of them have an online version, which is usually more popular. "Algorithms can put you in a shadow ban (like a silence mode), when your site still exists, but no one sees your activity". The worst-case scenario is complete blocking of a site. We can call it artificial intelligence censorship.

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LINGUISTIC FEATURES OF ADVERTISING TEXTS

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The relevance of this work is determined primarily by the fact that advertisement comes into all spheres of society, has a variety of broadcast channels, a flexible system for responding to public requests and changes, a wide arsenal of tools and techniques to achieve the goal.

The purpose of the study – to consider the lexical, syntactic, semantic, pragmatic and stylistic features of the advertising text.

Material and methods. While writing this paper, scientific and educational literature, articles from scientific journals, and the results of research by specialists in the field of linguistics were used. The main sources were the works of Yagodkina N.V., Aniskina N.V. and Arnold I.V.

Findings and their discussion. Advertising from a linguistic point of view is a special area of practical activity, the product of which is verbal works - advertising texts. Advertising communication can be viewed as "an indirect form of persuasion based on an informational or emotional description of the benefits of a product. Its task is to create a favorable impression for consumers about the product and "focus their minds on making a purchase". To do this it is necessary to study the specific features of the language, as they are used to form a message that holds the interest of the target consumer. These features are associated with lexis, syntax, semantics, pragmatics and stylistics [1].

Lexical features: the words chosen for advertising attract attention. Vocabulary is chosen according to the target audience, it should be simple and easy to understand with the exception of the technical vocabulary, which is used to emphasize the technical