

КІБЕРБЕЗПЕКА ТА ЗАХИСТ КРИТИЧНОЇ ІНФОРМАЦІЙНОЇ ІНФРАСТРУКТУРИ / CYBERSECURITY & CRITICAL INFORMATION INFRASTRUCTURE PROTECTION

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CONTENT-CRITERIA OF PSYCHOLINGUISTIC PORTRAIT'S SEMANTIC CATEGORY FOR RESEARCHING THE GROUP PROPAGANDA

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Abstract. *The content-criteria table of propagandist's psycholinguistic portrait for researching the group propaganda was constructed in the article on the basis of classifying the psycholinguistic portrait's semantic category components. The study results can be used in constructing a propagandist's psycholinguistic portrait based on the identified group of psychological influence semantic components that require research. The semantic category components of the propagandist's psycholinguistic portrait were classified by applying the content analysis method of the semantic particle in texts with psycholinguistic influence signs. A table of 17 content-criteria for the single propagandist's psycholinguistic portrait was constructed based on the classified components of the propagandist's psycholinguistic portrait semantic category. A table of 16 content-criteria for a psycholinguistic portrait of propagandists' group was constructed by means of studying the territorially remote multiple sources, which allows re-searching the group propaganda. The content-criteria number expansion, taking into account the perception worlds' multiplicity of both the propagandists' group and persons being influenced require further research. The effectiveness of the developed content analysis method of the semantic particle was proved. Checking the correspondence of defined categorical features to the real psychological profile showed a result of 82%, which gives a reason to consider the content-criteria table as maximal accurate for studying the semantic component of the propagandist's psycholinguistic portrait. The comparison results of the type I subcategory semantic cores number by content-criterion classes for single and group propaganda indicate the less detailed psycholinguistic profile in case of group propaganda.*

Keywords: *content analysis, semantic particle, core of semantics, categories of psycholinguistic portrait, classification of semantic category components, the content-criteria table, psycholinguistic influence, counteracting the group propaganda.*

Introduction

Nowadays, the access to the textual data is increasingly simplified. The mass media is moving to a new level of engagement with citizens. However, any information carries the influence characteristics. As it was proved in [1], the mass media increasingly carry out manipulative actions towards the citizens, in addition, a competitive model of the mass media functioning causes the situation of deliberate informational manipulative actions directed on the

mass media by other persons or competitors, and as a consequence on the citizens' consciousness.

In any case, it is obvious that the mass media is one of the main sources of propaganda and that is proved in [2], where it is also noted the tendency of the informational influence increasing through the channels of information transmission in the mass media. At that, the article shows the lack of scientific sources to consider the issue of propaganda in the mass media.

Based on [3], English is particularly used in many countries as a mass media language. This theory is proved by the wide presence of the English-language mass media throughout the world, such as: Deccan Chronicle, The Indian Express (India); Jordan Times, Jerusalem Post (Middle East); BBC News, Daily Express (UK); Guardian, Daily Monitor (Africa); Kiev Post, Moscow Times, France24, Deutsche Welle (Europe). And this makes the study of English-language mass media in different countries and continents actual.

Thus, it can be argued that well-known English-language mass media can become a material for analyzing the propaganda, as well as counteracting it in all its manifestations.

In addition, [4] proved the possibility and necessity of conducting the quantum-linguistic studies of a text to counteract information propaganda on the basis of a propagandist's psycholinguistic portrait. And since this is not possible without defining its characterized semantic categories, the study is relevant.

Review of the literature and problem statement

In [4], the necessity of classifying the semantic category of the propagandist's psycholinguistic portrait is proved.

In general, such categorical indicators of psycholinguistic portrait, as emotional, behavioral characteristics, etc. are distinguished and their hierarchy is used in the classification experiment [5] when using social categories of personality identification. However, in order to prevent using the approach of a targeted influence by the offender himself, adapting the approach for his own purposes, exactly the propagandist's semantic categories should be defined. For this purpose, the task of conducting the content analysis of texts with psychological influence signs arises. However, while morphologically-syntactic categories of the psycholinguistic portrait can be defined by using the content analysis methods, based on studying the morphological-syntactic constructs and grammar [6-7], which are not able to provide the complete information concerning the exactly propagandist's psycholinguistic portrait due to the broad study profile, then the semantic content analysis methods [8-9] do not take into account the quantum nature of semantics at all, especially the categorical properties of the semantic particle and the contextual connection of semantics' core. At the same time, existing methods of analyzing the means of the citizens' consciousness manipulation in the mass media [1, 10-12] carry out studies of such manipulative aspects as fake news, use of euphemisms or labels, etc., mainly on the material of monolingual (including English-speaking) countries mass media, however, as stated above, English-language mass media is gaining popularity in non-English speaking countries, and it causes the problem of examining manipulative features in the light of informational propaganda in territorially remote English-language mass media from different countries, given the possibility of group propaganda. Also, the concept of text propaganda in the context of influencing the consciousness is not sufficiently disclosed, since any attempting to persuade by its nature has signs of psychological influence. Propaganda, in turn, has signs of criminal influence and is viewed from the point of view of these signs identifying by using methods [13] or groups of

methods [14-16] which cannot underlie the process of classifying the propagandist's psycholinguistic portrait semantic category, though in [14] the content analysis approach is applied.

The need to construct a content-criteria table for the analysis of group propaganda is argued in [17], and this is also impossible without classifying the components of the propagandist's psycholinguistic portrait semantic category.

In turn, it is provided a set of content-criteria for the offender's psychological portrait in [18], but cybercrime differs from the classic one, especially in the context of the offender's motivation, goals and objectives and, accordingly, his psychological status and motivation.

The content analysis method of the semantic particle in texts with psycholinguistic influence signs [19], developed by the article's author takes into account the shortcomings of the existing content-analysis methods under the conditions of counteracting the information propaganda.

Thus, the hypothesis is formed in the article that means the possibility of using the developed method of content analysis, basing on the materials of English-language mass media from different countries in solving the problem of constructing the content-criteria table for analyzing a propagandist's psycholinguistic portrait in studying the group propaganda.

So, **the aim of the article** is constructing a content-criteria table of a propagandist's psycholinguistic portrait in studying the group propaganda, based on classifying the components of the propagandist's psycholinguistic portrait semantic category.

For achieving the aim, the following **tasks** have been set in the work:

1. Classifying the components of the propagandist's psycholinguistic portrait semantic category.
2. Constructing the content-criteria table of the single propagandist's psycholinguistic portrait.
3. Constructing the content-criteria table for a psycholinguistic portrait of propagandists' group.

Main material

For classifying the components of the propagandist's psycholinguistic portrait semantic category and for constructing the content-criteria table, a software tool implemented on the basis of the content analysis method of the semantic particle in texts with psycholinguistic influence signs [19] was used.

450 articles from 20 official English-language news portals and newspapers from different countries and continents became the material of the study. The following sources were considered: Deccan Chronicle, The Indian Express (India); Jordan Times, Jerusalem Post (Middle East); BBC News, Daily Express (UK); Guardian, Daily Monitor (Africa); Kiev Post, Moscow Times, France24, Deutsche Welle, Prague Post (Europe), Latin American Post, Mexico News Daily (Latin America), Cuba News Agency, Jamaica Gleaner (Caribbean), Houston Chronicle, N.Y. Post (USA), Waikato Times (NZ & S. Pacific).

Articles were selected for different time periods (but not older than one year) from the most popular headings, such as business, economics, science, health, and world news, with preference given to such news, which were covered in most resources for comparing the analysis results

and clipping the information with the lowest entropy. Due to the fact that the author of the news articles is unknown, the experimental confirmation of the experimental data accuracy was obtained by applying the same approach for studying the 35 texts written by 7 students in the academic course of "Seo Copywriting". The texts had a high level of uniqueness (above 85%), which testifies to the presence of the author's perception imprint left in that texts and these texts possessed signs of psychological influence in connection with their focus on the tasks of NLP-copywriting and advertising copywriting. The comparison's results of the world's mass media texts content analysis and students' own texts content analysis can be seen in the graph (Fig. 1).

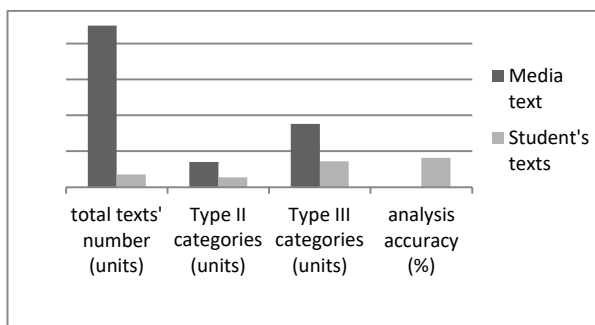


Fig. 1. Content analysis results' comparison of world's media and students' works

The students' psychological portrait was formed on the basis of the questionnaire's results, using the informant's interviewing method. At the same time, the correspondence of certain categorical features to the real psychological profile was 82% and was conditioned by a smaller number of studied students' texts and the propaganda signs absence, except psychological influence signs. It is assumed that such a situation is also caused by the lack of students' frankness in conducting the survey. It is supposed that the accuracy will be improved when studying a larger number of texts, which is what content analysis is aimed at.

The texts' selection was made by the formula 1:

$$S = \sum_{i=1}^{20} ((A_i + A'_i) + (B_i + B'_i) + (C_i + C'_i) + (D_i + D'_i) + (E_i + E'_i)), \quad (1)$$

at $S = \{s \in R \mid |s| > 2000\}$, where A, B, C, D, E - the texts' sets from headings: business, economics, science, health, and world news respectively; A', B', C', D', E' - a the texts' sets from the corresponding headings of other sources, where the same news are revealed; R - the texts' set in the last year; s - the subset responsible for the separate text, the elements of which are the number of characters (not less than 2000).

Exactly the semantics cores were considered at classifying, that is the separate lexical-semantic units' values of perception the outside world by propagandist in the propaganda discourse of the text. Such an approach is similar in principle of action to the aforementioned classification experiment, which is discussed in detail in [20], but with the difference that the semantic categories' study was conducted on the basis of automated content analysis. To detach the facts that do not bear the propagandist's psycho-emotional connotation, the set of categorical values' entropy quantities was determined (Fig. 2).

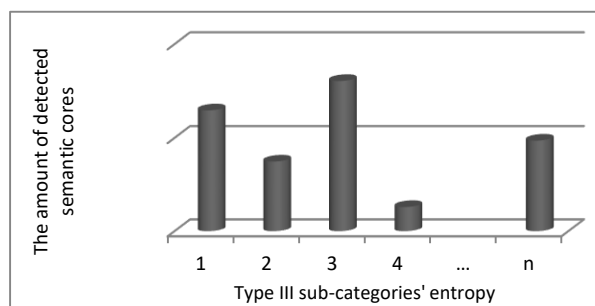


Fig. 2. The basic definition model of the propagandist's psycholinguistic portrait categories

Herewith, all n categories were selected from the thematic synonymous dictionary, and from the total number of categories were selected only those where categorical values' sets had the lowest entropy.

As a result, a general classification of the psycholinguistic portrait's semantic category components was obtained (table 1), which characterizes exactly the propagandist's psycholinguistic portrait according to the general classification and personality's i-concept, each of which influences a separate characteristic in constructing a typical psycholinguistic profile [18].

Table 1

Classifying the psycholinguistic portrait's semantic category components

General classes	The logical levels	The highest categories	Type I subcategories	Type II subcategories	Type III subcategories	On what propagandist's psycholinguistic portrait characteristic has influence
Emotional characteristics	Beliefs and values	The object's identification	Feelings	Determination	Certainty	The author's personality imprint
					Courage	
				Love	Love	
					Kindness	
					Respect	
		Pride	Pride			
			Modesty			
			Insolence			
		Desire	Wish			
			Incentive			
	Ardour					
	Decent					
	Honest					
	Sincere					
	Friendly					
	Tender					
	Polite					
		Morality	Basic characteristics of morality			
			Attitude towards people			

Table 1 (continuation)

			Communicational traits	Obedient	Demographic profile and the author's personality imprint		
				True			
				Treacherous			
				Actions' traits		Cowardly	
						Prudent	
						Cautious	
			Emotions	Mood		Happy	
						Optimistic	
						Unhappy	
				Emotional evaluation		Good	
						Bad	
				Shades of emotions		Agitated	
						Frightening	
						Surprised	
				Nature		Susceptible	
	Indifferent						
	Calm						
	Personal peculiarity	Action	Perception and thinking	Perception of the world	See	Demographic profile and the author's personality imprint	
					Hear		
					Think		
				Training operations	Calculate		Demographic profile
					Express		
					Logical operations		
			Prove				
			Convince				
			Feelings	Diligence	Try		
					Care		
				Attitude (positive / negative)	Hate		
					Love		
					Prefer		
				Pride	Boast		
			Confidence	Hope			
Believe							
Availability	Membership	Have					
		Contain					
	Lack	Need					
	Abbreviation	Reduce					
		Spend					
	Preservation	Preserve					
Store							
The object's identification	Human	Gender, age	Person	Demographic profile and the author's personality imprint			
			Sex				
			Age				
		Personal qualities	Personality				
			Merit				
			Valour				
		Teaching	Practice				
			Explanation				
			Job		Branch	Agriculture	
	Commerce						
	Industry						
	Profession	Vocation					
		Specialist					
		Experience					
	Labor activity	Employment					
Applicant							
Signs		Condition	Physical	Healthy	The author's personality imprint		
	Energetic						
	Tired						

Table 1 (continuation)

				Material	Poor		
					Rich		
			External signs	Color	Vivid		
							Dark
							Distinct
				Form	Straight		
					Curved		
					Round		
				Taste	Tasty		
					Tasteless		
				Sounds	Calm		
					Loud		
Behavioral characteristics	Environment	The object's identification	Society	State	Border	Demographic profile	
					Territory		
				Nation	Custom		
					Confession		
				Politics	Tyranny		
					Freedom		
			Economics	Equality			
				Bank			
				Investment			
			Natural disasters	Meteorology	Wind		The propagandist's psychological portrait determination according to influence methods
	Frost						
	Heat						
	Element	Cataclysm					
		Fire					
		Earthquake					
	Signs	Abstract concepts	Quality	Equal	The author's personality imprint		
				Different			
				Main			
			Conformity	Correct			
				Wrong			
Profit			Advantageous				
	Productive						
Behavior	Action	Struggle	Aggression	Threaten	The propagandist's psychological portrait determination according to influence methods		
				Attack			
				Conquer			
			Protection	Defend			
				Save			
			Action with weapons	Kill			
				Hit			
			Communication	Talk		Speak	
						Inform	
						Demand	
		Appeal		Address			
				Ask			
		Respond		Beg			
			Allow				
		Movement	Speed	Help			
				Hurry			
			Persecution	Creep			
				Pursue			
				Catch			
Types of movement	Escape						
	Turn						
	Shake						
					Slide		

Table 1 (continuation)

	Opportunities	The object's identification	Communication	Movement up / down	Raise	The author's personality imprint
					Sink	
				Information	Topic	
					Truth	
				Etiquette	Ethics	
					Conscience	
			Civility			
			Attitude	Assistance		
				Altercation		
				Friendship		
			Orating	Expression		
				Speech		
		Statement's purpose	Confirmation			
			Denial			
		Time	Working hours	Calendar	Demographic profile	
				Delay		
			Leisure	Leisure		
				Pastime		
		Thinking	Cognition	Observation	The author's personality imprint	
				Concept		
			Criticism	Approval		
				Disagreement		
				Authority		
			Difficulties	Danger		
Result	Success					
Proof	Failure					
	Proof					
Signs	Abilities	Skill	Clever	The propagandist's psychological portrait determination according to influence methods		
			Erudite			
			Creative			
		Attentiveness	Diligent			
			Indifferent			
			Distracted			
	Lack of abilities	Disabled				
		Insane				
		Temporal signs	Stages of time		Present	
	Past					
	Future					
	Continuity		Eternal			
Frequent						

The type n subcategory includes synonymous constructions of the type III subcategory. Following the psycholinguistic portrait's semantic category components classifying, the specific weight (2) of classification unit for the content-criteria was evaluated

$$I_r^L = \frac{\sum_{i=1}^n |K_i| \cdot \tanh \frac{T}{t} \cdot 100}{n \cdot N}, \quad (2)$$

where I - the specific weight of type I subcategory classification unit for content-criterion r ; K - the semantics cores' set with the highest entropy of the type II subcategory II; n - the number of type II subcategory items; N - the total number of detected semantics cores by type II subcategory; T - the semantics cores' number which are joint for more than 70% of sources; t - the total number of studied texts.

Thus, for each content criterion it is taken into account the categorical features of all type II subcategories which is included into the type I subcategory, when refined basing on the joint characteristics taking into account the highest entropy.

Having used the classification unit specific weight determination, the number of identified semantics cores

in the content-criteria for a single propagandist and the group propaganda was compared (Fig. 3).

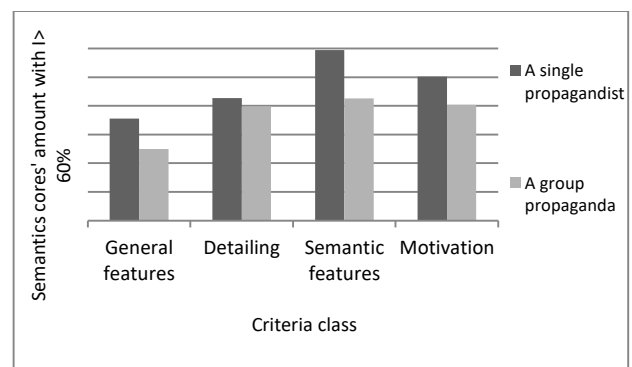


Fig. 3. Comparative characteristic of the semantics cores' amount for type I subcategory by the content criteria classes

Thus, it can be concluded that the comparison results indicate a less detailed psycholinguistic profile when using the group propaganda by offenders.

Based on the content-criteria table for the analysis of testimonies [18] and the obtained psycholinguistic portrait's semantic category components classification, it is

possible to construct a content-criteria table for the studying the single propagandist's psycholinguistic portrait (table 2).

Table 2
 The content-criteria table of the single propagandist's psycholinguistic portrait

№	Criterion	The type I subcategory elements
General features		
1	Logic	Perception and thinking
2	Details for clarification	Condition, external signs
3	Description of the environment	Society, natural disasters
4	Description of the person	Human, abilities
5	Structural features	Temporal signs
Detailing		
6	The process of action description	Struggle, communication
7	Events' description	Temporal signs
8	Attitude to the object of speech	Feelings, morality
9	Complication	Thinking
10	Emotionality	Feelings, emotions
Semantic features		
11	Associativity	Abstract concepts
12	Speech style	Communication
Motivation		
13	Call to action	Struggle
14	Confidence	Emotions, feelings
15	Censure	Emotions
16	Description of interaction	Availability
Displaying the specificity of the propaganda		
17	Signs of a single propagandist	Job, human

In this way, 17 content-criteria were identified, which should be given particular attention in the content analysis and in the propagandist's psycholinguistic portrait definition, in case of using the approach of a single person's propaganda by the offender.

Having constructed a content-criteria table of a single propagandist's psycholinguistic portrait, it is possible to construct a content-criteria table of psycholinguistic portrait for studying the group propaganda (table 3), based on the definition of the categorical criteria's set that characterize all the authors' personalities. As it was traced the prints of different psychological portraits at the group propaganda, than the cores of semantics also have different orientation and different type III subcategories within usage of one type II and type I subcategory. The content analysis of different territorially remote mass media sources which are not directly interact with each another is best suited for detecting the content-criteria of the group propaganda.

16 content criteria were identified for studying the group propaganda. Herewith, the same criteria for investigating the single and the group propaganda are as follows: the process of action description, complication, associativity, call to Action and description of interaction. Increasing or decreasing the number of identical content criteria can lead to a decreased accuracy in the psycholinguistic portrait's definition.

Table 3

The content-criteria table for a psycholinguistic portrait of propagandists' group

№	Criterion	The type I subcategory elements
General features		
1	Lack of logical structure	Perception and thinking
2	Plenty of details to refine	Condition, external signs
3	Distributed environment description	Society, natural disasters, external signs
4	Description of persons	Human, abilities
5	Nonlinearity of the structure	Temporal signs
Detailing		
6	The process of action description	Struggle, communication
7	Description of one event from different angles	Temporal signs, time
8	Ambiguous relation to the object of speech	Feelings, morality, emotions
9	Complication	Thinking
10	Wide range of emotionality	Feelings, emotions
Semantic features		
11	Associativity	Abstract concepts
12	Multiple styles of speech	Communication, thinking
Motivation		
13	Call to action	Struggle, movement
14	Different attitude to one event	Emotions, feelings
15	Description of interaction	Availability, movement
Displaying the specificity of the propaganda		
16	Signs of group propaganda	Job, human, emotions, feelings

Conclusion

The article solves the actual problem of constructing the content-criteria table of propagandist's psycholinguistic portrait for researching the group propaganda on the basis of classifying the psycholinguistic portrait's semantic category components. The study results can be used in constructing a propagandist's psycholinguistic portrait based on the identified group of psychological influence semantic components that require research in order to observe the corpuscular properties of semantics by determining the coordinates of the semantic particle.

The components of the propagandist's psycholinguistic portrait semantic category were classified through using the content analysis method of the semantic particle in texts with psycholinguistic influence signs in using the method of classification experiment, which allowed to select from the total categories' amount of the thematic synonymous dictionary only those which inherent in the propaganda texts and to distribute them by logical levels of personality's i-concept, while taking into account the characteristics of the propagandist's psycholinguistic portrait influenced by each class and category.

A table of 17 content-criteria for the single propagandist's psycholinguistic portrait was constructed through evaluating the specific weight of classification

unit for the content-criteria based on the classified components of the propagandist's psycholinguistic portrait semantic category which allowed to determine the differences and construct a content criteria table in the studying the group propaganda.

A table of 16 content-criteria for a psycholinguistic portrait of propagandists' group was constructed through the definition of the categorical criteria's set that characterize all the authors' personalities based on studying the territorially remote multiple sources, which allows researching the group propaganda.

The content-criteria number expansion, taking into account the perception worlds' multiplicity of both the propagandists' group and persons being influenced require further research.

Thus, the hypothesis put forward in the study was successfully confirmed. The effectiveness of the developed content analysis method of the semantic particle was proved. Checking the correspondence of defined categorical features to the real psychological profile showed a result of 82%, which is high, considering the specifics of the checking process and gives a reason to regard the content analysis results to be accurate and the content-criteria table built on its data as maximal accurate for studying the semantic component of the propagandist's psycholinguistic portrait. The comparison results of the type I subcategory semantic cores number by content-criterion classes for single and group propaganda indicate the less detailed psycholinguistic profile in case of group propaganda.

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УДК 004.056

Тарасенко Я. В. Контент-критерії семантичної категорії психолінгвістичного портрету для дослідження групової пропаганди

Анотація. У статті побудовано таблицю контент-критеріїв психолінгвістичного портрету пропагандиста для дослідження групової пропаганди на основі класифікації складників семантичної категорії психолінгвістичного портрету. Результати дослідження можливо використовувати при побудові психолінгвістичного

портрету пропагандиста на основі виявленої групи семантичних складових психологічного впливу, що потребують дослідження. Проведено класифікацію складників семантичної категорії психолінгвістичного портрету пропагандиста шляхом застосування методу контент-аналізу семантичної частки в текстах з ознаками психолінгвістичного впливу. Побудовано таблицю з 17 контент-критеріїв психолінгвістичного портрету пропагандиста на основі класифікації складників семантичної категорії психолінгвістичного портрету пропагандиста. Побудовано таблицю з 16 контент-критеріїв психолінгвістичного портрету групи пропагандистів, шляхом множинного дослідження територіально віддалених джерел, що дозволяє проводити дослідження групової пропаганди. Подальших досліджень потребує розширення кількості контент-критеріїв з урахуванням множинності світів сприйняття як групи пропагандистів так і осіб, на яких здійснюється вплив. Було доведено ефективність розробленого методу контент-аналізу семантичної частки. Контрольна перевірка відповідності визначених категоріальних ознак реальному психологічному профілю показала результат 82%, що дає підстави вважати таблицю контент-критеріїв максимально точною для дослідження семантичної складової психолінгвістичного портрету пропагандиста. Результати порівняння кількості ядер семантики підкатегорії I за класами контент-критеріїв при одноосібній та груповій пропаганді свідчать про меншу деталізацію психолінгвістичного профілю за умов групової пропаганди.

Ключові слова: контент-аналіз, семантична частка, ядро семантики, категорії психолінгвістичного портрету, класифікація складників семантичної категорії, таблиця контент-критеріїв, психолінгвістичний вплив, протидія груповій пропаганді.

Тарасенко Я. В. Контент-критерии семантической категории психолингвистического портрета для исследования групповой пропаганды

Аннотация. В статье построено таблицю контент-критериев психолингвистического портрета пропагандиста для исследования групповой пропаганды на основе классификации составляющих семантической категории психолингвистического портрета. Результаты исследования можно использовать при построении психолингвистического портрета пропагандиста на основе выявленной группы семантических составляющих психологического воздействия, требующих исследования. Проведена классификация составляющих семантической категории психолингвистического портрета пропагандиста путем применения метода контент-анализа семантической частицы в текстах с признаками психолингвистического влияния. Построено таблицю из 17 контент-критериев психолингвистического портрета пропагандиста на основе классификации составляющих семантической категории психолингвистического портрета пропагандиста. Построено таблицю из 16 контент-критериев психолингвистического портрета группы пропагандистов, путем множественного исследования территориально удаленных источников, что позволяет проводить исследования групповой пропаганды. В дальнейших исследованиях нуждается расширение количества контент-критериев с учетом множественности миров восприятия, как группы пропагандистов, так и лиц, на которых осуществляется воздействие. Была доказана эффективность разработанного метода контент-анализа семантической частицы. Контрольная проверка соответствия определенных категориальных признаков реальному психологическому профилю показала результат 82%, что дает основания считать таблицю контент-критериев максимально точной для исследования семантической составляющей психолингвистического портрета пропагандиста. Результаты сравнения количества ядер семантики подкатегории I по классам контент-критериев при одиночной и групповой пропаганде свидетельствуют о меньшей детализации психолингвистического профиля в условиях групповой пропаганды.

Ключевые слова: контент-анализ, семантическая частица, ядро семантики, категории психолингвистического портрета, классификация составляющих семантической категории, таблиця контент-критериев, психолингвистические влияния, противодействие групповой пропаганде.

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