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**COGNITIVE AND LINGUISTIC STRATEGIES FOR  
COUNTERACTING INFORMATION AGGRESSION IN  
PROFESSIONAL COMMUNICATION: A DISCOURSE-  
ANALYTICAL APPROACH**

Information aggression is increasingly evident in professional environments, necessitating effective counter-strategies. The discourse-analytical approach enables the assessment of influence mechanisms and the development of methods for neutralizing manipulative techniques.

Manipulative strategies are considered to be the first approach that analyses the lexical and grammatical constructions used for disinformation [1]. The first approach examines how language is used to impose false ideas and manipulate audiences. It identifies evaluative vocabulary, emotionally charged words and expressions

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that distort information. A key focus is analyzing headlines that may contain hidden manipulative messages. The analysis also looks at influence strategies through the lexical, syntactic, and semantic features of messages. This includes studying rhetorical devices like hyperbole, euphemisms, and nominalizations, as well as manipulative syntax such as passive constructions that obscure responsibility. Additionally, the analysis identifies hidden connotations and ideological implications in professional discourse. It assesses the context of certain terms to reveal bias and ideological framing. Finally, it considers how the presentation of information in different frames impacts the audience's cognitive models. The goal is to uncover how language is strategically used to shape perceptions and influence thinking, rather than convey information objectively [2].

The second approach is developing critical thinking, which is recognising the manipulation and distortion of information. It covers analyzing arguments, detecting logical errors, and raising awareness of manipulative technologies in the field of media and involves the use of cognitive schemes to recognize the hidden intentions of the communicator and evaluate the reliability of the information

expressed. Training professionals in fact-checking methods and assessing the reliability of information sources covers fact-checking tools, source credibility analysis, and digital hygiene skills.

The use of counterstrategies adapts rhetorical techniques to neutralise aggressive discursive practices. This entails the use of counterarguments, semantic deconstruction of manipulative messages, and strategies for reestablishing neutral discourse. Refuting manipulative messages using argumentative strategies. This approach includes the use of logical counterarguments, principles of critical thinking, and the principle of evidence. Creating alternative narratives that reduce the impact of destructive information. The creation of positive information strategies helps to create an objective information environment and eliminate negative influences [5].

Linguistic resilience allows for the development of communication skills for an effective response to information aggression. The development of communication competencies ensures an effective response to information attacks. This includes the development of rhetorical skills, the ability to defend a position with

arguments, and the ability to adjust one's speaking style to the communication situation.

Using language adaptation strategies to minimize conflict situations in professional settings involves the flexible use of language tools to reduce tension in discourse and prevent conflict escalation. Teaching methods of psychological protection against information pressure include techniques of self-regulation of emotions, sensitization of communication and development of stress resistance in professional discourse.

The development of cognitive and linguistic strategies is an important element in the training of specialists in the field of professional communication. The mechanisms of information aggression and the development of effective methods of neutralization can be identified using the discourse analytical approach. Further research can be aimed at expanding the models of cognitive analysis of professional discourse in the context of modern information challenges.

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