

LINGUISTIC PERSONALITY: MULTIPLICITY AND FAKE

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The article characterizes lingual personality in terms of aspects of multiplicity and fake. The understanding of lingual personality has recently acquired new interpretations. The notion gains new characteristics and aspects of study as a person appears to constantly undergo changes and transformations. Linguistic, social, political, economic, historical and other factors impact it.

Modern lingual personality is a multiple personality that lives in the real world but creates virtual worlds and spaces and manifests itself in different environments. Lingual personality becomes virtual, not real or fake and it is an 'actor' and participant in various discourse types. This results in changing its general psychological, linguistic, behavioral, communicative and other characteristics. Fake lingual personality has not been the subject of systematic study yet. Not much is known about the processes of fake discourse production, discourse processing and comprehension which could provide valuable insight into the notions of personality and lingual personality.

Modern communication technologies promote the emergence of virtual spaces, "floating worlds", "worlds of spectacle", "absent worlds" and "fake reality". Various ways and channels of communication transform face-to-face relationships, develop the domain of "absent presence", support the presence of "the multiplicity of truth" and thus allow every personality to express itself via linguistic styles and linguistic behavior.

Modern personality is involved in various discourse types including creolized ones (advertising discourse, medical discourse, political discourse, mass media discourse, behavioral discourse, game discourse, personological discourse, fake discourse, etc.) which reflect multiple nature of personality and facilitate multivariate manifestation of its linguistic styles, communicative and discursive competences.

Transformational processes in turn lead to the integration of alternative worlds which are created with the help of different kinds of codes, to the interaction of people, communities, ethnic groups and their cultures. In these conditions the worlds become quasi-real. In certain cases they turn into substitutes of the "primary" reality. In this context it is essential to focus on "fake" as a realia of existence of modern humanity.

FAKE has become an integral part of life. A great number of neologisms and word combinations appear in the media. A great number of things are represented as fake: fake name, food, world, smile, social media, mood, etc. A lot of them deal with a person: fake family, fake life, fake friends, fake personality, fake people; faker, fake maker. Fake linguistic personality is an 'actor' of fake discourse; it is a multiple, many-sided, split personality that is able and ready to produce fake discourse, process it and sometimes interact in it. This specific language of deception is oriented to manipulation. Further study of linguistic markers of deception and manifestations of fake is necessary.

Key words: *linguistic personality, personality, fake, multiplicity, fake linguistic personality, fake discourse, multiple personality.*

Грищенко О.В.

Мовна особистість: множинність та фейк

У статті схарактеризовано мовну особистість з погляду аспектів множинності та фейку. Уявлення про неї постійно змінюється та модифікується.

Сучасна мовна особистість — це множинна особистість, яка живе в реальному світі, але створює віртуальні світи та простори й проявляє себе у різному оточенні. Мовна особистість стає віртуальною, нереальною та фейковою; вона є актором та учасником різних типів дискурсу. Це призводить до змін загальних психологічних, лінгвістичних, поведінкових, мовленнєвих та інших характеристик.

Сучасні комунікаційні технології сприяють появі віртуальних світів, «плаваючих світів», «світів видовища», «відсутніх світів» та фейкової реальності. Різноманітні засоби та канали комунікації трансформують живе спілкування, розвивають сферу «відсутньої присутності», підтримують присутність «множинності правди». Таким чином вони дають можливість кожній особистості проявляти себе через лінгвістичні стилі та лінгвістичну поведінку.

Сучасна особистість залучена до різних видів дискурсу та креолізованих дискурсів (рекламного, медичного, політичного, масмедійного, поведінкового, дискурсу гри, персонологічного, фейк-дискурсу тощо), що відображає множинну природу особистості та сприяє різноманітним проявам її лінгвістичних стилів, комунікативній та дискурсивній компетенціям.

У сучасному світі формат ФЕЙК став невід'ємною частиною життя та реалією буття сучасного людства. У засобах масової інформації з'явилося безліч новоутворень. Фейкова мовна особистість є актором фейк-дискурсу. Це множинна (різнобічна, розщеплена) особистість, яка може створювати фейк-дискурс, передавати його та іноді взаємодіяти в ньому. Ця специфічна мова обману зорієнтована на маніпуляцію. Подальше вивчення лінгвістичних маркерів та проявів фейку є необхідним.

Ключові слова: мовна особистість, особистість, фейк, множинність, фейкова мовна особистість, фейк-дискурс, множинна особистість.

Грищенко Е.В.

Языковая личность: множественность и фейк

В статье охарактеризована языковая личность с точки зрения аспектов множественности и фейка. Представление о ней изменяется и модифицируется.

Современная языковая личность — это множественная личность, которая живет в реальном мире, но создает виртуальные миры и пространства и проявляет себя в разном окружении. Языковая личность становится виртуальной, нереальной и фейковой; она является актором и участником разных типов дискурса. Это приводит к изменениям общих психологических, лингвистических, поведенческих, речевых и других характеристик.

Современные коммуникационные технологии способствуют появлению виртуальных миров, «плавающих миров», «миров зрелища», «отсутствующих миров» и фейковой реальности. Разнообразные средства и каналы коммуникации трансформируют общение лицом к лицу, развивают сферу «отсутствующего присутствия», поддерживают присутствие «множественности правды». Таким образом они позволяют каждой личности проявлять себя посредством лингвистических стилей и лингвистического поведения.

Современная личность вовлечена в разные виды дискурса и креолізованые дискурсы (рекламного, медицинского, политического, масмедійного, поведенческого, дискурса игры, персонологического, фейк-дискурса и т.д.), что отображает множественную природу личности и способствует разнообразным проявлениям ее лингвистических стилей, коммуникативной и дискурсивной компетенций.

В современном мире формат ФЕЙК стал неотъемлемой частью жизни и реалией бытия современного человечества. В средствах массовой информации появилось огромное количество новообразований. Фейковая языковая личность является актером фейк-дискурса; это множественная (разносторонняя, расщепленная) личность, которая может создавать фейк-дискурс, передавать его и иногда взаимодействовать в нем. Этот специфический язык обмана сориентирован на манипуляцию. Дальнейшее изучение лингвистических маркеров и проявлений фейка является необходимым.

Ключевые слова: языковая личность, личность, фейк, множественность, фейковая языковая личность, фейк-дискурс, множественная личность.

Even when it's fake, it's real.

Michael Sippey

Introduction

The notions of language and personality are interrelated. They are in the center of attention of not only linguistics and psychology but also different fields of study and branches of knowledge, viz. communicative linguistics, ethnolinguistics, cognitive science, linguistic culture, applied linguistics, pragmatics, discourse studies, personality psychology, etc. Linguistics and psychology enabled the appearance of psycholinguistics (or psychology

of language) that studies psychological and neurobiological factors that influence the way people acquire, use and understand language.

Every personality manifests itself in a number of environments which form, determine and reveal linguistic behavior of a particular person. Language use reflects human personality to a large degree. Use of language is usually studied in terms of the five-factor model of personality that distinguishes personality traits according to five basic dimensions. Still not

much is known about the processes of discourse production, discourse processing and comprehension which could provide valuable insight into the notions of personality and linguistic personality.

The main aim of this research is to characterize linguistic personality in terms of aspects of multiplicity and fake. The research is topical as modern linguistic personality that lives in the real world, can create virtual worlds and virtual spaces and accordingly manifests itself differently in these various environments. The topic of fake linguistic personality has not been the subject of systematic study yet.

Theoretical Background

The term “linguistic personality” was introduced by V. Vinogradov in 1930. Later it was developed by Yu. N. Karaulov in 1987. According to him, *linguistic personality* is a combination of skills and characteristics of a person which determine the way they create and understand speech events and texts. It includes 3 levels (semantic, linguo-cognitive, motivational) and is “a composite and multicomponent set of skills and abilities which make them ready to perform speech acts of various degrees of complexity. It is expressed in language (texts) and with the help of language” [3, 29, 38].

Attention of different researchers to the notion enabled the emergence of similar terms. *Speech personality* — is “a personality that has good oral and written communication skills and manifests itself on verbal-semantic, thesaurus and motivational-pragmatic levels” [1, 56].

A speech personality needs to acquire a communicative competence, so it is also a *communicative personality* that possesses a number of necessary for communication characteristics — motivational, cognitive, functional, etc. Communicative personality is a personality that has the ability to choose communicative codes which provide adequate understanding and transfer of information in certain situations. This notion implies characteristics which are connected with the choice of both verbal and non-verbal communication and mixed communication codes (F. S. Batsevich, V. I. Karasik, V. P. Konetska).

Linguistic personality manifests itself in discourse and reveals its ethnic, professional, age and gender characteristics. So, linguistic personality is also a *discursive personality* that is formed under the influence of communicative and cognitive factors. Discursive personality — is a “communicative personality that possesses a combination of individual communication strategies and tactics; cognitive, semiotic and motivational preferences which are formed in the processes of communication”. It is “a strong personality that has different kinds of knowledge — encyclopedic, linguistic, interactive and reveals ethnospecific, historical and cultural features” [5].

The aforementioned terms expand the meaning of linguistic personality focusing attention

of researchers on its different aspects and show the interest of linguists to the notion which is still topical. It is important to point out the necessity of a more extensive research into the study of personality as a subject of linguistic and speech activity. The essence of a person is multidimensional and it can't be reduced to the notion of ‘personality’, as “personality” and “linguistic personality” are the person's specific aspects. Modern personality is a multiple personality that lives in the real world and creates virtual space. Consequently, personality becomes virtual, not real or fake. This results in general psychological, linguistic, behavioral, communicative and other characteristics.

There are studies on news discourse processing (Teun van Dijk, 2004), discourse comprehension and discourse structures (Teun van Dijk, 1981); discourse, power, knowledge and deception (Teun van Dijk, 2013); deception in linguistic styles (Newman, Pennebaker, Berry & Richards, 2003); personality and language use in self-narratives (Hirsh & Peterson, 2009); the expression of personality in virtual worlds (Yee, Harris, Jabon & Bailenson, 2011); the language of personality according to the five-factor model (Saucier & Goldberg, 1996); deceptive communication (Miller & Stiff, 1993), etc. Not much is known about the processes of fake discourse production, discourse processing and comprehension [6;7] which could provide valuable insight into the notions of personality, linguistic personality and fake linguistic personality.

Methods

The following methods were used to conduct this research: method of scientific literature study (for critical analysis of theoretical works on the subject studied); descriptive method (to describe linguistic units, features and aspects of linguistic personality), discourse analysis (to analyze texts and conversations which represent various discourse types, to study creolized discourses and discursive characteristics of fake linguistic personality), intent analysis (to reconstruct intentions of a speaker that produces fake discourse), pragmatic analysis (to characterize and analyze different aspects of interaction between communicators in fake discourse), etc.

Results and discussion

The understanding of linguistic personality has changed and modified. The notion gains new characteristics and aspects of study in as much as the personality is in a constant process of change and transformation; linguistic, social, political, economic, historical and other factors impact on it.

Transformational processes in turn lead to the integration of alternative worlds which are created with the help of different kinds of codes, to the interaction of people, communities, ethnic groups and their cultures. In these conditions the worlds become quasi-real. In certain cases they

turn into substitutes of the “primary” reality. In this context it is essential to focus on “fake” as a realia of existence of modern humanity.

In our modern world FAKE has become an integral part of life. A great number of neologisms and word combinations with ‘fake’ appear in the media:

a fake event	fake honey	fake treatment	antifake
a fake product	fake drugs	fake jewellery	fake you
a fake name	fake science	fake sugar	fake ‘reality’
a fake effect	fake guns	fake talks	a big faker
a fake object	fake passports	fake conversations	fakerangements
a fake business	fake perfume	fake news websites	fake maker
a fake video	fake coins	fake Facebook fans	fake generator
a fake diploma	fake reviews	fake job ads	fake phobia
a fake format	fake emails	fake bank accounts	a fake war
a fake factory	fake checks	fake photographs	to fake war
a fake smile	fake food	fake environment	to fake illness
a fake version	fake traffic	fake highlights	to fake lives
a fake profile	fake presidents	fake ransomware	to fake the world
a fake story	fake medicine	fake phone calls	to fake death
a fake look	fake PhD	fake phoning	to fake eyebrows
a fake wedding	fake polo	fake contacts	to fake eyes, lips
a fake book	a fake race	a fake location	to fake feelings
a fake rain	fake goods	fake followers	to fake thoughts
a fake mood	fake history	a fake life	to fake opinions
a fake message	a fake address	fake blood	to fake being okay
a fake death	a fake text	fake police	to fake a smile
a fake voice	a fake zip code	a fake scandal	to fake the language
a fake promise	fake reasons	fake social media	to fake confidence
fake identity	fake elegance	a fake game	to fake one’s death
a fake family	a fake world	fake money	a fake terror

A lot of them deal with a person — *fake you, fake friends, fake personality, fake people, faker*. So, ‘fake’ format has substituted real things, actions and feelings. A person becomes a ‘producer’ of fake and a participant in fake discourse and other discourses which promote the processing of fake. The study of lying and deception in language and discourse should be concentrated on linguistic behavior of fake-makers, linguistic markers of lie, linguistic profiles of deception and structures of fake discourse [2; 7; 9].

Modern personality is involved in various discourse types and creolized discourses (advertising, medical, political, mass media, argumentative, gender, ecological, economic, educational, behavioral,

personological, game discourse, news discourse, manipulation discourse, virtual, fake discourse, trolling discourse, etc.) which reflect multiple nature of personality and facilitate multivariate manifestation of its linguistic styles, communicative and discursive competences.

In 1948 Harold Lasswell introduced his communication model (classical, linear model) which is still known as the most influential communication model. It includes 5 essential elements: **sender** → **message** → **channel** → **receiver** → **effect**. It is still topical as nothing has changed greatly except for the inside structure and essence of the elements (or components) **sender**, **channel** and **receiver** which

changed simultaneously and influenced each other significantly.

The character of the addressee-addresser relationships has altered a lot. They create and use various channels of communication and modify their interaction accordingly. Modern channels of communication in turn affect the interaction between the sender and the receiver and the way messages are transmitted.

The component **channel** has developed a lot as there are so many ways people can communicate nowadays due to modern communication technologies — on the Internet (emails, Skype, Viber, ICQ) and with the help of mobile phones, not to mention various forms of print technology. These channels of communication impact on the way the sender and the receiver interact with each other, produce and comprehend information, produce discourse, process knowledge and understand it. Some of them enable the development of monological forms of communication, some — dialogical, some — both forms.

Together with other technologies (TV, radio, recordings) they promote the popularity of monological communication or monological presence which modify face-to-face communication and relationship. The addresser and the addressee are present and absent at the same time. They may be not acquainted with each other, they usually can not see each other, they may well have not real names (fake names) and occupations but they are involved in the process of communication in the domain of “absent presence” [8].

They insinuate people into the world of ‘real’, full of presence communication but, at the same time, bring to not real, virtual worlds. Computer-mediated communication promotes the emergence of “floating worlds”, “worlds of spectacle”, “absent worlds”

[8;10], virtual spaces and fake reality. Various ways and channels of communication transform face-to-face relationships, develop the domain of “absent presence”, support the presence of “the multiplicity of truth” [4] and thus allow every personality to express itself via linguistic styles and linguistic behavior.

In fake discourse (and also trolling discourse) intentions of the addresser differ much. Such kind of communication is not oriented to cooperation and communicative success. Basic maxims are violated: the maxim of quality (in fake discourse information is not real but is fabricated in order to manipulate; deception / lie is presented in the form of knowledge), the maxim of quantity (the speaker’s contribution is often not informative and depends on the intentions), the maxim of relevance (contributions do not always relate to the purposes of the exchange), the maxim of manner (contributions may be not orderly and brief, there is obscurity and ambiguity and even evident fake information; communication is deceptive). A wide range of deceptive practices and ways of fake production appear.

Conclusions

The study of modern linguistic personality focuses on the aspects of multiplicity and fake which give a considerable insight into linguistic personality and fake linguistic personality.

Fake linguistic personality is an ‘actor’ of fake discourse; it is a multiple, many-sided, split personality that is able and ready to produce fake discourse, process it and sometimes interact in it. This specific language of deception is oriented to manipulation. Further detailed study of linguistic markers of deception and manifestations of fake is necessary.

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