SUGGESTION AND STEREOTYPE IN THE SERVICE OF STATE-CREATING CONTENT
СУГЕСТІЯ І СТЕРЕОТИП НА СЛУЖБІ ДЕРЖАВОТВОРЧОГО КОНТЕНТУ

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Abstract. In today's realities of constant challenges, including military aggression, the problem of using suggestion as a tool for shaping state-building narratives is of particular relevance, as narratives containing suggestion and stereotypes not only influence the behavior of individuals through emotionally suggestive content, but also allow for the creation of common ideals, values, and goals that can serve as a basis for maintaining social cohesion and countering external threats. It is in times of crisis that the use of suggestion and stereotypes as a psychological and communication tool is a mobilizing mechanism for integrating society around common values, which helps to increase the level of national identity and foster a sense of patriotism, which are basic factors of social resilience. By providing an emotional connection between citizens and the state through the use of symbolic representations, historical myths and rhetorical devices, it is much easier to appeal to collective memory and national pride, while forming a responsible public opinion that promotes a sense of dignity, self-identification and self-responsibility. Thus, the justification of the use of suggestion and stereotypes will contribute to the formation of stable state-building narratives that consolidate society around key national values and ensure its resilience in the context of modern challenges.

Keywords: suggestion, narrative, state-building, content, media, media linguistics, communication, stereotype, myth.

Introduction.

Narratives play a significant role in the construction of national identity, providing a common ground for citizens to identify with the state. According to the theory of narrative identity construction outlined by P. Ricker (Ricker, P. 1990: 59), "narratives are able to 'stitch together' disparate elements of social experience, transforming them into a coherent structure that gives meaning to historical events and emphasizes the significance of cultural traditions. In Ukraine's current realities, this function of narratives is especially important for countering external threats and ensuring the internal unity of society.

Given that one of the key components of national identity is a collective perception of significant, in particular heroic, events that serve as the basis for the formation of national values and social cohesion, as emphasized by M. Halbwachs and M. Saborin, it is important to develop models of behavior that can not only motivate citizens to participate in defense of the country actively, but also stimulate the development of volunteer activity, which has become a characteristic feature of Ukrainian society in the context of military aggression. Therefore, narratives, in particular those based on elements of suggestion, should be considered as a powerful tool in the processes of forming national identity, strengthening social cohesion and

ensuring psychological resilience. Their influence on the emotional state and behavioral patterns of citizens emphasizes their importance as an integral element of state-building processes, especially in crisis situations.

Integration of international and national research experience in this area is necessary for further improvement of strategies for using narratives in political and social practice, in particular, such works as: "Medianarratives" by M. Butyrina, "Narratives and Social Cohesion in Times of Crisis" by J. Green, "Time and Narratives" by P. Ricker, "Collective Memory" by M. Halbwachs, allow us to identify opportunities to use suggestion, myths, stereotypes, reminiscences, etc. in the formation of media content that will not only have a long-term effect but also consolidate value ideas that will ensure the stability of society.

Main text.

Historically, the concept of "narrative" is derived from the Latin word narratio, which means "story" or "explanation," which served to convey myths, historical events, and values through rhetorical means. Later, during the Enlightenment, narratives began to play a key role in shaping national identities through historiography. In the modern world, the meaning of this concept was rethought at the end of the twentieth century by leading philosophers such as: J. Bruner, J.F. Lyotard, P. Ricoeur, who emphasized that narrative is not only a way of transmitting information, but also a tool for shaping collective memory, personal identity, and socio-cultural norms. The achievements of these scholars also prove the interdisciplinary significance of narrative, which has also been confirmed by numerous studies in the fields of linguistics, psychology, philosophy, cultural studies, political science, communications, etc. (Prima, V. 2024: 290). These studies have found that narrative is characterized by a universal structure of thinking that allows us to organize chaotic events, transforming them into logical and meaningful forms, and contributes to the construction of reality in the human mind. Thus, it is very important to realize the possibilities of using tools to influence the audience in order to create a deep emotional connection, form values, worldview, subconscious associations based on hidden suggestion, symbolic narratives and references to collective memory. Here, it is worth emphasizing that media content is one of the most important tools for influencing public consciousness, which can ensure social stability by using myths, stereotypes, suggestion, intertextuality, reminiscence, building the effect of strengthening state-building attitudes that promote cultural continuity, emotional stability, and social unity.

In our previous research, when studying the impact of advertising on the audience, we paid attention to such a tool as suggestion, which allows us to argue that suggestion is a powerful tool in shaping narratives due to its ability to influence the subconscious of the audience by creating influential images and attitudes. Media messages are able to use emotional and psychological influence to shape narratives that seem natural or inevitable for the audience to accept. Thus, suggestive messages are most effective in conditions of high emotional tension or uncertainty. In particular, the use of positive or negative associations with key characters or events allows to form an emotional attitude that influences behavioral attitudes and long-term beliefs.

In the context of military aggression against Ukraine, the media actively use suggestive narratives to shape perceptions of the enemy, heroic characters, and national unity. Scientific research in the field of media communications and cognitive psychology (Lozova, O., Lytvynenko, O. 2019: 229) confirms the effectiveness of such narratives in influencing public consciousness. Content that includes emotional challenges, such as the glorification of the military or negative stereotypes about the enemy, has a significant impact on the formation of patriotic sentiment and support for government initiatives. It is important to note that the effective use of state-building narratives in the media space requires a systematic approach that includes the development of algorithms and relationalities that facilitate the construction of targeted verbal and semiotic constructions. Such constructions should be integrated with elements of influence on the consciousness and subconsciousness of the audience, which allows achieving the desired effect on broad social groups. Thus, the use of suggestive narratives should be part of a strategy aimed at forming sustainable value orientations and consolidating society in times of social challenges. To this end, we consider it necessary to propose a structure of a suggestive narrative that will serve to maintain a stable social environment, which is an important factor for successful state-building in the face of modern challenges (Figure 1).
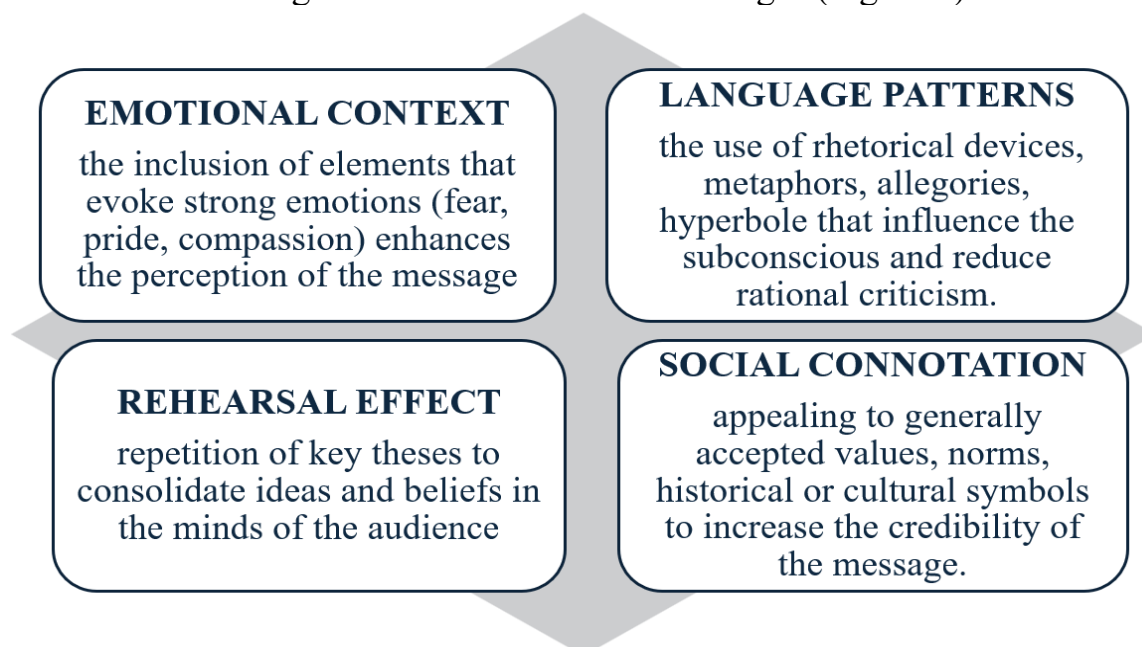
EMOTIONAL CONTEXT

the inclusion of elements that evoke strong emotions (fear, pride, compassion) enhances the perception of the message

LANGUAGE PATTERNS

the use of rhetorical devices, metaphors, allegories, hyperbole that influence the subconscious and reduce rational criticism.

REHEARSAL EFFECT

repetition of key theses to consolidate ideas and beliefs in the minds of the audience

SOCIAL CONNOTATION

appealing to generally accepted values, norms, historical or cultural symbols to increase the credibility of the message.

Fig. 1 - Structure and formation of the necessary attitudes in the narrative

The proposed structure, in our opinion, can serve not only as a basis for the formation of state-building content, but also as a semantic algorithm that emphasizes the importance of cultural traditions and promotes the challenge of pride, loyalty and collective memory, while strengthening the sense of belonging to the nation and the unity of society, especially in times of transition or crisis.

Narratives related to the state play an important role in shaping national identity, promoting social cohesion, and upholding democratic principles. Integrating suggestion into such narratives allows them to be more effectively embedded in the collective consciousness through the media, political speeches, educational programs, and cultural artifacts. The use of symbolic language, motivational images, historical
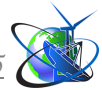
myths, appeals to prominent figures, and stories of "unity" and "social mission" helps to align individual beliefs with the goals of the state. However, it is important to consider ethical aspects when using suggestive narratives. Although they can unite and inspire audiences, their misuse has the risk of manipulative effects that can limit critical thinking and lead to the suppression of dissent, as uncontrolled use of suggestion can contribute to the creation of artificial reality and disinformation that contradicts democratic principles.

It should be noted that suggestion is a mental state in which the critical perception of information is significantly reduced, which can lead to a deterioration in logical analysis and objective assessment. Such processes can occur when an individual is influenced by past experience or subconscious connections with imposed meanings, which prevents rational processing of the message. Therefore, it is important not only to take into account linguistic and psychological aspects, but also to expand research to explore a multicomponent approach to preventing the critical impact of suggestive narratives (Green, J. 2006: 155). Currently, such elements as framing, tone and narrative structure, which significantly affect the audience's interpretation and reaction to media messages in general and media narratives in particular, should not only take into account both social and cognitive aspects of audience impact, but also investigate the impact on the mental state of the individual through communication processes in the mediated environment. After all, persuasive language, rhetorical strategies, and narrative techniques can create images that evoke emotional reactions, associations with past experiences, and ultimately influence critical thinking and rational analysis. It is here that the role of stereotypes in suggestive narratives is worth mentioning, as they help to create general images or perceptions that form the basis for emotional perception and subconscious response of the audience. By simplifying the interpretation of information to a certain extent, stereotypes can also be used as a safeguard against manipulative influences in media narratives. They allow the audience to better navigate the information space, as they form certain expectations and emotional reactions to events or images. Due to this, stereotypes are able to provide some protection against manipulation, reducing the ability to easily change perceptions under the influence of distorted facts or emotionally charged images (Lavlinsky, R. 2010: 176.). However, it is important to note that stereotypes can also be dangerously manipulative, devaluing the uniqueness of individual experience and distorting reality, which opens up space for imposing unambiguous ideas that do not always correspond to reality.

Stereotypes, as an integral element of suggestive narratives, perform both constructive and destructive functions in the process of information transmission. Their use in the media context can have both advantages and risks, depending on the way they are integrated and the target audience. Among the advantages of using stereotypes is their role in consolidating social groups. In particular, positive stereotypical images, such as the "defender hero," integrated into media content, contribute to the creation of a common perception of national unity and strengthen patriotic sentiment. Such images provide an emotional connection between the audience and the narrative, making it easier to perceive key ideas. Also, the regular use of stereotypes in the media contributes to their consolidation in the collective
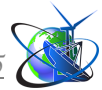
consciousness and forms strong associative links that promote the spread of ideas and messages, reducing the cognitive load on the audience and facilitating easier assimilation of information.

However, given the threats posed by the use of stereotypes in suggestive narratives, it is worth remembering their ability to suppress rational analysis and objective evaluation of messages. Stereotypical images are often perceived by the audience automatically, without deeper reflection, which can lead to the formation of distorted perceptions of certain social groups, reinforce inequality and promote discriminatory practices. Therefore, preventing the destructive influence of stereotypes emphasizes the need for an ethical approach to creating media content that uses stereotypes, ensuring compliance with the principles of social justice and preventing manipulation. All of this requires the media to systematically analyze the use of stereotypes and assess their impact on the audience; integrate ethical principles into the process of creating narratives to prevent the manipulative use of stereotypes; and actively promote media literacy, which will ensure the audience's ability to identify and critically analyze stereotypical images in media content. Thus, stereotypes, although they have significant potential in shaping suggestive narratives, require careful and responsible use. Their constructive function can contribute to state-building information policy, while their destructive function can threaten democratic principles and social harmony.

In view of the above, it is possible to realize that media content in general and media narratives in particular can both reinforce existing stereotypes by challenging inclusive and diverse views and fight them by demonstrating diverse representations, providing counter-narratives and promoting empathy and understanding of social differences (Butyrina, M. 2007: 20). By studying the interaction between linguistic elements and social cognition, we can gain insight into how stereotypes act as mechanisms of suggestion in media discourse.

Summary and conclusions.

In summary, it can be argued that narratives that include elements of suggestion and stereotypes play an important role in building national identity and public consciousness, which is the foundation for state-building. Through their ability to create emotionally charged images and appeal to shared historical or cultural experiences, such narratives help to consolidate social groups, foster a sense of unity, and support patriotic sentiment. However, along with their constructive role, their uncontrolled use can lead to the formation of distorted perceptions and weaken the audience's ability to think critically. Thus, to ensure the positive impact of such narratives on state-building, it is necessary to adhere to ethical principles in the process of their formation and dissemination, as well as to conduct a scientifically based analysis and strengthen media literacy of the audience to ensure their role in supporting democratic values and social harmony.

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Анотація. У сучасних реаліях постійних викликів, зокрема військової агресії, проблема застосування сугестії як інструменту формування державотворчих наративів набуває особливої актуальності, адже наративи, що містять сугестію та стереотипи не тільки впливають на поведінку індивідів через емоційно-навіювальний контент, а й дозволяють створювати спільні ідеали, цінності та цілі, що можуть стати підґрунтям для підтримки суспільної згуртованості та протидії зовнішнім загрозам. Саме в умовах криз, застосування сугестії та стереотипів як психологічного та комунікативного інструменту є мобілізаційним механізмом інтеграції суспільства навколо спільних цінностей, який сприяє підвищенню рівня національної ідентичності та формуванню відчуття патріотизму, що є базовими чинниками соціальної стійкості. Забезпечуючи емоційний зв'язок між громадянами та державою через використання символічних репрезентацій, історичних міфів та риторичних прийомів, набагато простіше апелювати до колективної пам'яті й національної гордості, формуючи при цьому відповідальну суспільну думку, яка сприяє утвердженню почуття гідності, самоідентифікації та самовідповідальності. Від так, обґрунтування застосування сугестії та стереотипів сприятиме формуванню стабільних державотворчих наративів, які консолідують суспільство навколо ключових національних цінностей і забезпечують його стійкість у контексті сучасних викликів.

Ключові слова: сугестія, наратив, державотворення, контент, медіа, медіалінгвістика, комунікація, стереотип, міф