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## **THE CATEGORY OF FAKE IN PRESENT-DAY LINGUISTIC STUDIES**

**Introduction.** The category of fake has always been used on purpose as a tool for manipulating the collective and individual consciousness of the society members in order to create a false mental worldview. Undoubtedly, the effectiveness of the universal linguistic and philosophical opposition *truth – untruth (lie/false)* has been observed at all stages of human civilization development and in all spheres of human activity. In particular life contexts one may deal with such verbal manifestations of the fake category as *misinformation, insinuation, slander, deception, fabrication, etc.*, that are able to verbalize the category under consideration at all levels of the language system, objectifying it in different types of discourse throughout the knowledge system.

**The objective of the paper** is to provide a general view on the category of fake in present-day linguistic studies in terms of the so-called linguistics of lying as the newly introduced independent linguistic field that aims at analyzing various language phenomena, processes, units, formulae, models, etc. via the verbal realization of untruth/falsehood in a number of discourse types both at the levels of language and speech.

**Review of recent publications.** In different chronological periods, the category of fake was studied mainly within the dichotomous opposition "*truth :: untruth*" in the focus of its ontological essence with a projection on verbal and nonverbal communicative expression. A number of falsehood/lies type classifications have been proposed by F. Aquinas, Av. Augustine, R. Chisholm, V. Znakov, H. Pocheptsov,

S. Petropavlovskiy, K. Melitan, O. Lipman, W. Stern and other linguists and philosophers. They are based on different principles and criteria (namely *ontological, value, semasiological and onomasiological, functional, etc.*) and are often controversial due to their actual mutual replacement and intertwining and, as a consequence, the impossibility of reducing them to a single hierarchical scheme. The *category of improbability* as well has been thoroughly investigated by such domestic (Ukrainian) scholars as A. Chernenko, F. Batsevych, T. Kosmeda, O. Morozova, T. Osipova, and oth. The issue of fake category verbalization has been discussed in the research works by Russian and European linguists, among them J. Adler, D. Baron, A. Lenets, N. Tolstoy, H. Weinrich, J. Meibauer, and oth.

**Results of the research.** When discussing the category under consideration it is worth mentioning that in 2017, the editorial board of the British publishing house *Harper Collins*, which issues *the Collins English Dictionary*, identified the language unit that won *the Word of the Year* nomination. It is the phrase "*fake news*" (meaning "*false news*") that appeared to be the winner. Its usage frequency with members of the English-speaking community increased by 365% from 2016 to 2017 [11]. It is remarkable that the majority of experts tend to attribute this to the specifics of the speech behavior of the then US President Donald Trump.

Preferring a comprehensive, integrated approach to *lies/untruth/falsehood issues* research, linguists emphasize the importance of considering the nature of the relationship between such concepts as (1) lies and words; (2) lies and concepts; (3) lies and sentences; (4) lies and text; (5) lies and discourse, which makes it possible to distinguish the linguistics of lies/lying/false as an independent linguistic field. In modern linguistics one traces only the formation of its conceptual and terminological apparatus, namely metalanguage.

T. Kosmeda in her studies dedicated to this issue, within the context of the philosophical law of dialectical opposition, emphasizes the verbal realization of such oppositions as *probability - improbability, possibility - impossibility, truthfulness - untruthfulness*, based on the axiological universal dichotomy of *truth - falsehood*. The scholar emphasizes that the category of improbability as a linguistic and philosophical category and one of the elements of the binary opposition "*probability - improbability*" includes the ability of the human mind to verbalize *truth, half-truth, untruth (lies)* through a system of language, forms and models [2]. T. Kosmeda declares the formation of an independent section *linguistics of lies*, or *mentiology*, which nominates *ornamental mentiology* and aims at clarifying the system of artistic (figurative) means or figures that serve to verbalize the *mythological, untrue, unreal, fictional, fantastic*, and, therefore, help the linguistic-philosophical category of improbability get verbalized, i.e. the discourse of untruth and lies is modeled. According to T. Kosmeda's conception, scholars can observe the possibility of introducing the term *onomastic mentiology* into linguistics, which will focus upon the linguistic means of verbalizing lies in onomastics [2; 3].

O. Morozova is one of the first Ukrainian linguists to have focused on studying *linguistics of lies* certain aspects, characterizing the verbal manifestation of fake and falsehood in the cognitive-discursive paradigm and applying the format of an

integrative approach considering statistical and dynamic modes of lying phenomenon in general as well as the structure and content of the *FALSE concept* in particular [8]. The researcher has singled out and described the unit of discursive realization of *false/untruth*, nominating it as the *discourse of lies/false/untruth*. O. Morozova has analyzed the specifics of the internal form of the English verbal units manifesting the phenomenon of *lies/false/untruth* in language and speech, interpreting the cognitive and communicative content of false statements.

The phenomenon of lies is undoubtedly multifaceted and is studied in various linguistic fields, covering the following areas: (1) communicative parameters and dimensions (communication conditions, communicative purpose, communicative strategies and tactics, communicative role, etc.); (2) the psychological state of the addresser and the addressee of the false statement; (3) the degree of influence of false information transmitted by the communicator; (4) sociolinguistic features (the influence of social factors on the design of lies in speech); (5) genre specifics of texts; (6) semiotic laws and regulations; (7) national and cultural specifics of understanding and measuring lies.

A. Lenets emphasizes that aspects of the lies phenomenon objectification in linguistics should be systematized on the principle of correlation with the functions that correspond to each of the studied parameters of the fake category, for example: (a) the metalanguage function of lies is viewed in the plane of linguistic philosophy; (b) reference – involving the tools of linguoconceptology and linguoculturology; (c) emotional – in the parametric dimensions of psycholinguistics and linguocognitology; (d) phatic – via the prism of sociolinguistics [4; 5; 6].

**Conclusion.** Considering the prospects of further research in the plane of linguistics of lying/untruth/false, one should emphasize that although over the past few millennia the understanding of the ontological nature of the fake category in the humanities has not changed, yet at the present stage of linguistics it has gained significant experience which became possible due to applying the tools of communicative, cognitive, political, legal, socio- and gender linguistics as well as linguosemiotics, linguophilosophy and other relevant linguistic fields. Therefore, the accumulation and consolidation of such a multifaceted experience will allow to develop new concepts of interpreting the untruth/false/lies phenomenon within the *category of fake* in different angles, aspects, parameters: for example, via linguistics of humor, linguistics of propaganda, linguistics of advertising and oth. taking into account gender, age, professional and nationally marked parameters of the study of linguistic personality themselves – the agent of speech action, who verbally objectivizes falsehood.

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