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**PATTERN INTERRUPTION AS AN OPTIMIZER
OF THE INFLUENTIAL POWER OF HEADLINE
PHRASEOLOGICAL UNITS**

**ТЕХНІКА ПЕРЕРИВАННЯ ПАТЕРНУ ЯК ОПТИМІЗАТОР
ВПЛИВОВОЇ СИЛИ ФРАЗЕОЛОГІЧНИХ ОДИНИЦЬ
В ГАЗЕТНИХ ЗАГОЛОВКАХ**

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The purpose of the research is to determine the influential potential of phraseological units (PhU) in the newspaper headlines of the Ukrainian press (2023–2026). To achieve this purpose, the following main tasks have been set and solved: 1) to describe the suggestive potential of newspaper phraseological units used in headlines; 2) to identify specific suggestive effects of headline phrasemes, considering the current provisions of neuro-linguistic programming (NLP).

The object of the research is phraseological units in the Ukrainian press. The subject is the influential specificity of phraseological units as active suggestogens in newspaper headlines of the Ukrainian press.

The source base of the research was the headlines of such Ukrainian-language newspapers as «Armyinform» (AI), «Den» (D), «Ukraina Moloda» (UM), «Novyny N» (NN) in electronic editions.

Taking into account the synthesized nature of language, which concentrates the entire spectrum of personal conceptual features – psychological, psychic, neurophysiological, social, etc., we consider phraseological units in an influential aspect.

The majority of researchers working in the field of language suggestion (O. Klymentova, T. Kovalevska, V. Rizun, O. Shcherbak, N. Slukhai and others), emphasize that the overall goal of communication is not to transmit information, but primarily to influence the interlocutor, aimed at correction of their current behavior. The scientists also focus on the complexity

and at the same time on the need to study the phenomenon of suggestion, where «studies of its heterogeneous nature should be carried out using relevant complex methods, among which special attention should be paid to the technology of *neuro-linguistic programming*» [1, p. 173].

Among the currently available analytical technologies focused on research and in-depth elucidation of influential phenomena, the so-called Milton's model of language, created by American scientists, founders of the creative paradigm of neurolinguistic programming (NLP), D. Grinder and R. Bandler, based on the theory of altered states of consciousness, proposed by the famous hypnotherapist M. Erickson [4]. In general, this model aims to optimize suggestive elements of communication aimed primarily at the subconscious. One of the techniques in Milton's model is the technique of interrupting the pattern, which «means finding... a single element of repetitive behavior that is then suddenly interrupted» [3, p. 92], which «causes a state of confusion and shock» [1, p. 199]. The influential effectiveness of such communication strategies is explained by psychologists (S. Horin, D. Carnegie, A. Kotliachkov etc.) through the «inclusion» of the psychological mechanism of unexpected behavior, the discrepancy between the predicted response of the interlocutor and the program 'package' concluded by the communicator. According to T. Kovalevska, among the developed inductions that are most involved in the modern practice of creating influential contexts, much attention is focused on the technique of pattern interruption. In particular, the use of stylistically marked vocabulary, the semantic load of which does not coincide with the general communicative attitude of the speaker, is considered effective in linguistics [1, p. 199]. Secondly, the current developed inductions include the overload technique associated with the phenomenon of holding by the human consciousness of 7 ± 2 elements of information (see the works of J. Miller), where the suggestive effect can be achieved, in particular, by presenting its exaggerated amount. In this case, when a person's conscious processes are overloaded, you can simply send information to the subconscious, and the person will respond to it [5].

The authors of «Trance-Formations» note that «pattern interruption and overload... are similar because they provide you with ways to «split» a person's experience to start the process. You use these methods to destroy the state of consciousness» [3].

In order to make the title effective in relation to the reader's attention and perception, the phraseological units are increasingly used, since, as the researchers note, it is the expressive qualities of phraseological units, aphorism, imagery, and expression that determine their use in the headlines [2, p. 259].

Explaining the influential power of the PhU used in newspaper headlines, we find markers of pattern recognition techniques. In particular, headings that contain the structural transformation of phraseological units, primarily the substitution of components, mostly reveal ways to use this technique. For example, the following headings illustrate an unexpected variant of replacing components of a well-known PhU. Ukr. *Сім разів відміряй, один раз відріж*: Ukr. «*Один раз відміряй, сім разів відріж і віддай коту*» (NN, 01.05.2023). Such variants of the PhU violate the standard perception, destroy the linearity of the message and affect the reader, because they involve their psychoemotional state, activate the imagination and encourage familiarization with information.

One more original headline, where the component of a well-known saying Ukr. *Хто рано встає, тому Бог дає* is unexpectedly replaced: Ukr. «*Хто рано встає, тому кілька годин взагалі робити нічого: позитивна добірка жартів*» (NN, 03.09.2023). Thus, the template is broken, the linearity of the message is broken, which creates a state of confusion and shock.

It should be noted that with this substitution, the communication instruction of the message changes, since the positive value of the fixed phrase in the headline takes on the opposite-negative value. This transformation of the PhU is perceived in an unusual way, leaving the reader in a state of emotional tension, which also has the purpose of making an impact.

The headline, where the proverb Ukr. *Прийшов, побачив, переміг* is used: Ukr. «*Прийшов, побачив і спалив: дронарі 45-ї бригади знищили півночнокорейську РСЗВ*» (AI, 10.12.2025). The new element introduced by the author in the headline has the reinforcing meaning in relation to the original phrase, which changes the attitude of the recipient to an unexpected element that gives a new coloring to the headline.

So is the headline, where the original negative modality of the original expression Ukr. *яблуко розбрату*, the author changes to an unexpected option and intrigues, encourages to read the article: Ukr. «*Цифра розбрату: чиновники воюють з науковцями, які вивчають Голодомор не за кремлівськими лекалами*» (UM, 31.05.2023).

A well-known saying can also be transformed by rearranging elements. As in the proverb Ukr. *Не все те золото, що блищить*. So is the headline «*Не все те блищить, що золото*» (D, 16.08.2025), which creates an unexpected effect on the message and interests the reader.

Therefore, the use of neuro-linguistic technique of pattern interruption has powerful properties of influencing the reader, since such a message is always non-standard, unusual, and sometimes paradoxical, which changes the emotional state of the recipient, leads to a multidimensional perception

of information, which activates the unconscious zones of an individual. Using the provisions of NLP and suggestive linguistics served to clarify the influential potential of headline phraseological units.

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MEDIA AND NATIONAL IDENTITY IN DIGITAL DISCOURSE

МЕДІА ТА НАЦІОНАЛЬНА ІДЕНТИЧНІСТЬ У ЦИФРОВОМУ ДИСКУРСІ

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1. Introduction

In contemporary digital communication, identity increasingly appears not as a fixed attribute but as an outcome of representation and interpretation within public discourse. From a cultural-studies perspective, identity can be approached as a “production” shaped within representation and therefore inherently processual and context-dependent [1, p. 222]. This becomes especially visible in media environments where national meanings are