

**IX International Conference  
Language, Culture and Mind  
University of Almería**  
*Hybrid (both online and on campus)*  
*4-7 July, 2022*

**Program**

Nota aclaratoria sobre la organización del programa:

1. Las comunicaciones se presentan en 20 minutos, en 4 o 5 sesiones paralelas simultáneas y en bloques separados.
2. En cada franja horaria del programa se incluyen las comunicaciones que tienen lugar dentro de dicha franja.
3. Los resúmenes se incluyen en la segunda parte del programa online (ordenados alfabéticamente por el primer apellido del primer autor que figura en cada intervención).

Explanatory note on the organization of the program:

1. Communications are presented in 20 minutes, in 4 or 5 simultaneous parallel sessions and in separate blocks.
2. Each time slot of the program includes the communications that take place within that slot.
3. The abstracts are included in the second part of the online program (ordered alphabetically by the first surname of the first author that appears in each intervention).

## A transportation effect of sensory human trafficking storytelling

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Key words: human trafficking, media, survival storytelling, empirical study, sensory language

This highly VUCA world experiences extreme pressure of social disturbances, facing the increasingly devious challenges and situations. Human trafficking (HT) is not an exception, being one of the hottest problems for decades, growing in the context of concurrent issues: migration, military threats, cybersecurity and hybrid wars. A great number of people are lured into a collective behavioral pattern through media and personal links. International organisations are seeking the best methods to counteract HT by raising global awareness and providing aid to HT victims. Survival storytelling is a technique used in antitrafficking website content. Told from victim's account, the narratives may help get audiences transported (Green & Fitzgerald 2017, Escalas 2007) into a mediated world of HT and make them step into the victims' shoes, which is achieved due to a system of image-bearing language means (Paliichuk 2018). With sensory HT storytelling, antitrafficking organisations may increase the pro-social response and ensure warning effects.

This research is a linguistic and empirical study of sensory effects of HT survival media stories on the audiences. The interest lies in establishing dependencies: 1) between sensory language and the degree of emotional response; and 2) between sensory language and transportation effect. Theoretically, the research is done in the framework of narrative and cognitive stylistics. Methodologically, the stylistic and narrative analyses are enhanced with an empirical enquiry. The social value embraces raising HT awareness among the youth, who are a vulnerable category of society, in academic setting through a series of activities on reading, listening, and watching HT-related media content.

The design of the study includes a range of procedures: 1) theory review; 2) the stylistic and narrative analysis of 35 media stories content of survival stories selected from *The Exodus Road* (2022) anti-trafficking campaign website; 3) a survey of 40 humanity students, BGKU, Kyiv, Ukraine, who give answers before and after being exposed to media content; 4) data processing with SPSS software (the Paired Samples Test/Independent Samples T-test is applied to measure the differences in perceptions before and after reading survival stories and the differences in perceptions between narrative and informative texts). The preliminary observations and findings show that: 1) the texts contain sensory verbal means representing visual, kinesthetic, and acoustic imagery; 2) respondents report their feelings *as if being trapped in slavery* when reading the narratives; they feel sad and depressed, and they find the survival stories realistic. The significant results can be used for development of antitrafficking linguistic toolkit for augmenting the preventive potential of social campaigns.

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