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GLOBAL DISCOURSE OF FEARS

The given work is devoted to the problems of spreading fears in our human space with emphasis on pragma-communicative aspects of given process.

In our work discourse is considered to be an integrative speech unit, as a complex communicative act with emphasis on the socio-cultural practice of its participants, their pragma-communicative purposes, on their national, regional, gender, sexual, professional, religion peculiarities, with emphasis on system of their values and orientations.

By global discourse of fears we define the certain type of discourse with its pragma-communicative purposes to spread fears within the global human space, to influence people and manipulate their consciousness, to create and impose some destructive ideas, to damage and destroy their physical, mental health and even bring them to death.

Fears are spreading everywhere: in everyday conversations, within the mass media sources of information: radio, press, TV, video channels, within the social networks; fears have become part of art: literature, cinematograph, theatre, painting etc. Fears try to penetrate in every sphere of human life: medicine, teaching, law, business, sport, manufacturing, entertaining etc. Therefore, people discussing the problem of fears are involved in the individual, group, local, national, regional and even global discourses of fear. We can observe the process of fears' globalization, the process of making fears everywhere, of making fears norm of human life.

The view points on the phenomenon of fear are rather contradictory, which are determined by the complex nature of human beings and the number of approaches to study it [1, p. 125]. In this case, scientists agree on the matter that: 1) fear is considered to be an innate component of the psyche; 2) fear is a phenomenon that arises and is formed due to experience, information and cognitive processing [2, p. 8]. It is completely agreed by scientists that fear arose from the reflex activity of people to protect themselves from the external danger.

In this case, we share the idea, that fear is “strong specific negative experience, negative emotion of particular intensity”, “the most toxic, most destructive emotion” [2, p. 13-14], which is able to make physiological changes within the human body, as well as to influence human cognition [3; 5] and mental activity.

Scientists differentiate such forms of fear as timidity, fear, panic, fright, horror, phobia, which are accompanied by pronounced physiological and behavioral manifestations: a feeling of nausea, a strong heartbeat, sudden muscle weakness or, on the contrary, convulsive movement. Very strong fright can lead to activation of the parasympathetic system and even to temporary cardiac arrest [2, p. 10–22].

Fears can influence human cognition, thinking and behavior; it is hard for people to control their thoughts and behavior in the state of fear. Thus, in the state of panic fear or horror person is able to have numbness, defensive aggression and to escape from real situation. Moreover, a state of panic can be transmitted from one person to another, especially in a close crowd and in presence danger to life and health [the same].

The investigation results made it possible to differentiate the 2020–2025 period global discourses of fears:

- 1) the global crisis fear (economical, financial, electrical, electronic etc.) discourse;
- 2) the 3-d world war fear discourse;
- 3) the COVID-19 and other diseases fear discourse;
- 4) the lack resources fear discourse (lack of water, mineral resources, food etc.);
- 5) the climate changes fear (global warmness, global coldness, global winter) discourse;
- 6) the fear of conquest by aliens discourse;
- 7) the overpopulation and migration fear discourse;
- 8) disasters fears (natural catastrophes: earthquake, tornado, drought, flood etc.; the human activity catastrophes: pollution of water, air, land etc.) discourse.

The list of global discourses of fears is opened to increase because of the fears globalization process.

One of the most actual global discourses of fears is the 3-d world war fear discourse. The given discourse is driving by the high level power

agents. Thus, the USA President D. Trump deliberately emphasized the threat of the 3-d world war several times:

1. *World War III is not far away* [4].
2. *...you're gambling with world war three ...* (D. Trump to V. Zelenskyy) [6]

We consider the quotation by D. Trump within the first example has the pragma-communicative purpose to spread panic worldwide, to make the people not able for adequate thinking and behaving in the state of panic.

The second example demonstrates D. Trump desire to influence the Ukrainian President and Ukrainian people by blaming the Ukrainian side of making the 3-d world war not far, because of the Ukrainian stubborn position for their country independence, sovereignty and refusal to follow the US Administration recommendations, advices and to take into account its coercive threats; because of the Ukrainian stubborn position to decide the world's problems on account of Ukraine territory and independence.

It is obvious that persons, who creates global discourses of fear, have their pragmatic purposes to influence the people thinking and behavior and thus, are responsible for their global fear discourses results.

Global discourses of fears need further investigation because of the acute nature of their essence, as well as of using different approaches for their exploring.

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