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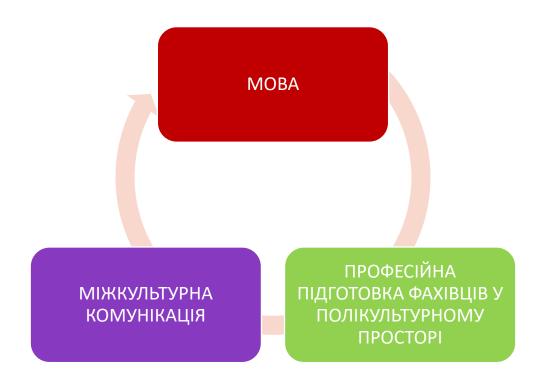
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Одеса 2024

АКТУАЛЬНІ ПРОБЛЕМИ ФІЛОЛОГІЇ І ПРОФЕСІЙНОЇ ПІДГОТОВКИ ФАХІВЦІВ У ПОЛІКУЛЬТУРНОМУ ПРОСТОРІ



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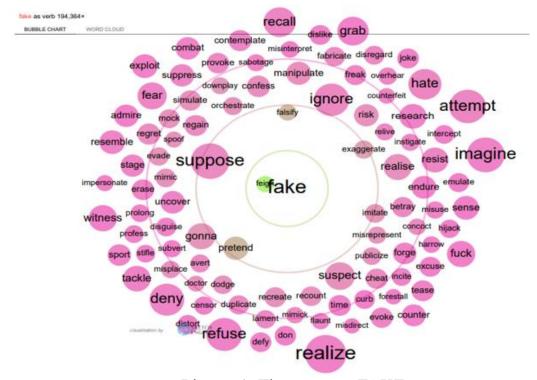
HOW ONE CAN FAKE IT: ADVERBS REVEALING THE ACT OF DECEPTION

Keywords: fake, adverb, news discourse, corpus, enTenTen21, Sketch Engine

FAKE news has become an instrumental and manipulative force in modern news discourse. Fake news is widely created and readily consumed by readers. Another aspect to consider is reporting about the fact of faking something. Furthermore, within news discourse, one can encounter articles detailing instances of individuals falsifying or fabricating information, events, or products. News discourse aiming to attract readers' attention is characterized by the use of adverbs to describe and categorize actions. This research aims to analyze and classify adverbs collocating with the verb FAKE. The material of the research is the EnTenTen21 corpus provided in Sketch Engine.

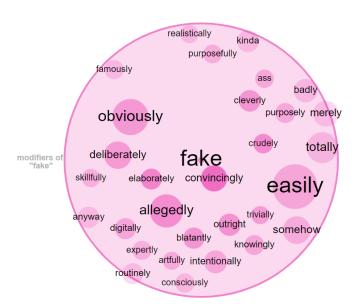
FAKE is defined as "to alter, manipulate, or treat so as to give a spuriously genuine appearance to; to counterfeit, simulate; improvise; pretend" [Fake].

The Sketch Engine Thesaurus offers the following verbs as synonyms to FAKE, basically taken from Internet sources (see Pic.1).



Picture 1. Thesaurus to FAKE

The following N-gram demonstrates adverbs (collocates) from the collocations ADV+Fake (see Pic. 2).



Picture 2. N-gram of collocations Adverb+FAKE

Considering classifications of adverbs such as Manner Adverbs, Degree Adverbs, and Epistemic Adverbs in linguistic literature [Cruse, 2004; Langacker, 1999; Palmer, 1990], we partially adopted these classifications as a basis for further analysis. Accordingly, we propose the following classification based on the semantic relationship between the adverb and verb and such factors as 1) including the manner of execution, 2) method used, 3) degree of recognizability, 4) degree of success, 5) the individual's (writer's) source of knowledge, 6) intentional start, 7) ongoing act, and 8) completion of faking. The given table (see Table 1) presents the categories and collocations from the corpus.

Table 1 Classifications of adverbs collocating with FAKE

Category	Subcategory	Examples
Manner Adverbs	Skill adverbs	convincingly, elaborately, crudely,
		cleverly, expertly, badly, poorly
	Method adverbs	digitally
Degree Adverbs	Certainty adverbs	obviously, blatantly
	Completeness adverbs	totally
Epistemic Adverbs	or Evidential adverbs	allegedly, knowingly, intentionally, purposely, consciously
Process Adverbs	Inceptive adverbs	deliberately
	Continuative adverbs	continually
	Completive adverbs	successfully

The material analyzed demonstrates the presence of various categories of adverbs that delineate the process of faking. Adverbs which accompany the verb FAKE convey the nuanced meaning and evaluative judgment which is manifested in them. Consequently, the process of faking as well as the resulting fake itself is depicted as:

- negative (When I first turned it on I didn't realise it was in default 'bright' mode results were horribly faked and 'digital' looking);
- deliberate (In 1926, a Roman Catholic priest by the name of Ronald Knox broadcasted a purposely faked "live" report on the BBC radio network of a riot overtaking London that caused wide spread panic);
- intentional (*He intentionally faked notes and sources, clearly knowing what magazine editors would be looking for as they corroborated a reconstructed narrative*), etc., while also being portrayed as:
- convincing (The implications of being able to so convincingly fake the televised appearance of a former US President are left as an exercise to the reader);
- digital (It is digitally faked from several separate images, to replicate a view that would otherwise have taken some fancy equipment to take as a single image);
- knowing (Clearly, the Giannulli lawyers are extensively briefing the press, but why are so many outlets playing along and pretending like Lori and Mossimo didn't knowingly fake the rowing photos and actively lie, in addition to making hundreds of thousands of dollars worth of illegal payouts?), and
- successful (The new on-air happiness could easily be fake: I've successfully faked that before, and I'm a rookie).

Further research prospects lie in conducting a comparative analysis of collocations Adv+FAKE across other corpora.

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