



PRACTICAL APPLICATIONS OF LINGUISTIC DEVICES IN CRISIS COMMUNICATION

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Research field: H004 Philology

Research purpose. The purpose of this research is to investigate and identify the linguistic devices applied in the press texts of crisis communication. The study aims to provide insights into the effective use of these devices by analyzing their practical application in written discourse during crises.

Research Methodology. Comparative, descriptive linguistic analysis method was used to identify and compare the characteristics of linguistic devices used in texts of crisis communication. These devices include euphemisms, metaphors, hyperboles, adjectives, humor, idioms, state verbs, and rhetorical questions. Crisis communication texts were found on the organizations' websites, news portals, and social media.

Results / Findings. The figurative language devices make the text more appealing to the audience. Metaphors greatly increase audience engagement, as they influence the clarity of the text. Euphemisms and hyperboles make the text more attractive to the public eye. The practical part showed that linguistic devices applied practically in crisis communication texts make the information more appealing to the audience. Their use makes the text more pleasant and understandable. The most common linguistic devices observed were euphemisms and metaphors. While not all linguistic devices are often observed, they play an important role in shaping public opinion, containing anger, and making a point.

Originality / Practical implications. This research is of practical relevance to students studying communication, public relations, marketing, and translation. It is also useful for people working in the PR sector of organizations, news portals, and copywriters. This study is relevant to them, as it examines how and why different linguistic tools are used in written crisis communication.

Keywords: adjectives, communication, crisis communication, euphemisms, linguistic devices, metaphors.