

Kireienko K. Suggestive aspect of English spells (based on the O. A. Kolomiytseva's approach) / Kateryna Kireienko // American Journal of Philology, Volume 137, Number 4 (2) (Whole Number 548), (Winter 2016). – „The Johns Hopkins University Press”, 2016. – Pages 800 – 1020. – P. 862 – 867. – ISSN: 0002-9475. [*Proceedings of the Journal are located in the Databases **Scopus and Web of Science**. Source Normalized Impact per Paper (SNIP): 0.711. SCImago Journal Rank (SJR): 0.144. Impact factor: 0.485. 5-Yr impact factor: 1.160*]

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***Suggestive aspect of English spells
(based on the O. A. Kolomiytseva's approach)***

Abstract: This article is devoted to the suggestive potential of English spells. The publication focuses on psychological methods of the distraction of the addressee's consciousness and the influence on his unconsciousness.

Keywords: verbal magic, spells, suggestion, consciousness, unconsciousness.

Low magic, sometimes called natural magic, was widely practised in the Middle Ages and still is in some parts of the world. Also known as practical magic, it combines the arts of witchcraft, spell craft, hexcraft and voodoo, which utilize herbs, amulets, wax images and other simple objects along with visualization and incantations to bring about the desired result. It

is the folk magic of less developed parts of the world where it is often done for a fee, and in the developed world it is the magic of many spell casters. In low magic, spells are cast for good or evil. Spells embody a complicated system of psychological methods that influence the unconsciousness. The psycholinguistic analysis of spells enables the definition of suggestive methods. In this article we focus on the analysis of English spells based on the approach of the Ukrainian linguist O. A. Kolomyitseva [1]. The material of the analysis was the variety of spells represented in 7 books / compilations of spells [2 - 8].

Verbal suggestion can be direct and indirect. In the case of the **direct** suggestion the information transmitted by the speaker is directly fixed in the formal structure of the utterance without any mediating operations.

The methods of the direct suggestion in English spells are:

1. Utterances that affirm, state, ascertain something wished with the help of verbs in Present Indefinite Tense. The speaker is pronouncing something as it was true already: *Hot he / she is. Passion he / she cannot deny. Hot without knowing the reason why* [9]; *Me you can't resist. My attraction is too great. For me you fall, captured by my power and my call* [10]; *I [your name] am now with [other's name]* [11]; *I make this knot to ensnare the heart of [say her name]* [12]; *With the sure power of salt magic I [say your name out loud] secure our marriage and strengthen our relationship* [12]; *In me you find love and comfort. In me you find a sure support* [13].

2. Utterances with the verbs in the Imperative Mood: *[Person's name] seek me out, come to me in voice or flesh. Hear this call of heart and mind, o friend of mine. By heaven and earth, by stone and fire so mote it be!* [14]; *Lover, oh dear lover, come to me* [15]; *Grant us, oh maker of happy unions, greater love in full* [16]; *Beautiful blossoming fruit tree, bless us with your love so sweet, young and old, strong and free, by the Divine Spirit of this tree, so be it! Blessed be!* [17]; *Sweet fae honey of romance and beauty,*

bring sweet love with each new day [18]; *Plant, take root and grow shoots, shoots, grow into leaves* [19]; *Sacred leaves glow in the fire, warm the heart of my true love's desire* [20].

3. Utterances with the performative verbs that explicitly convey the kind of speech act being performed: *I offer these sweet berries to the helpful and generous faeries from North, East, South, and West* [21]; *I empower these petals with thoughts of loving harmony. I empower this honey with thoughts of loving harmony. I call upon the flower faeries, bring thoughts of loving harmony. I thank the helpful flower faeries for their thoughts of loving harmony* [22]; *I empower these flowers with love, devotion, and harmony by the flower faeries, blessed be!* [23].

In the case of the **indirect** suggestion the mechanism of the mediating is implemented. The needed information is accepted by the addressee but the process of perception happens unconsciously because the attention of the addressee is focused on other details.

The methods of the indirect suggestion in English spells are:

1. Utterances with the implicit causality. Those are two partial structures, in the first part of which there is a description of some real fact or the state of the addresser, in the second part of which there is information about the wished state as the result of suggestion. The combination in one sentence of real and wished eliminates differences between them in the perception of the addressee and enhances the suggestion of the utterance: *As these knots I do entwine, let his heart be linked with mine* [24]; *As this bloom is taken downstream, may I find the love of which I dream* [25]; *As I bind these fruits of tree, lover, never stray from me* [26].

2. Numerals are also an effective tool of switching from consciousness to unconsciousness as the addressee concentrates on figures and counting: *Hide in darkness, out of sight until the next moon's seventh night. Then find the one that I seek as he must return within a*

week [27]; *Near or far, over land and sea, a lover true I call to me. Burn a pathway to my door, five rose petals now are four. Four to three in candle fire, bringing closer my desire. From three to two I burn the rose, love no hesitation shows, from two to one till there is none, the spell is done, come, lover, come [28].*

3. Unreal modality: *This is how we shall be [29]; We shall be together forever, he / she shall love me, and shall be bound to me forever, it will be so and it shall be so [30]; Winged faeries, blessed be. May my love fly to me [31].*

4. Generalizing utterances: *Light the flame, bright the fire, red is the colour of desire [32]; This knot bounds our hearts but now has come the time to part [33].*

5. Rhyme and rhythm: *O goddess of harmony, hear my supplications. Intervene for me in this situation. Heal our marriage, give us thine blessing. Look kindly upon us. And give us the love that was previously missing [34].*

6. Parallel constructions create the impression of clarity and form. As the result the addressee is involved in the unbroken process of suggestion: *As this thorn pierces your heart, so let it be pierced with love for me. Threads bind, body entwine, heart find linked to mine. As you become a part of me, so let me become a part of you! For you I yearn, for me you burn [35]; Face to face, heart to heart [36]; And as the flower blooms, may [name]'s love for me take root, bloom and flower [37].*

7. Anaphoric and epiphoric repetition: *Each dawn, morning, day, and eve, every night and midnight of your life, may the love and affection of the Earth faeries be with you, may the love and affection of the winged faeries be with you, may the love and affection of the light faeries be with you, may the love and affection of the helpful faeries be with you. May they lead you into romance, love, and sweet passion, and bless and guide you into the Divine loving light. By the power of the loving Sidhe, Blessed be! [38].*

8. Chiasmus: *Let our minds and bodies unite even more, until one is two and two one [39]; As you become a part of me, so let me become a part of you [40].*

9. Inversion: *With powerful lover powders all over thee, hurry, hurry come back to me! [41]; For this happy marriage I am grateful. For this harmony I am joyful [42].*

10. Synonyms in the function of enumeration: *Needle in the flame, needle of fire pierce his thoughts, make him writhe and agonize, till his heart turns back to me [42].*

11. Metaphors: *My mind is gold. My body is silver. His / her mind is gold. His / her body is silver [43]; For me you fall, captured by my power and my call [44]; Needle in the flame, needle of fire pierce his thoughts, make him writhe and agonize, till his heart turns back to me [45].*

The article was devoted to the analysis of direct and indirect methods of suggestion of English spells. The results show that indirect methods prevail and ensure more successful suggestion as they affect the unconsciousness rather than consciousness.

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