

is revealed when contacting a client, which boils down to the condition: to protect the interests of the citizen without yielding to the interests of others. And with the help of consciousness, which is realized by making a legal decision, moral feelings are balanced. Also, a very important component of a lawyer's moral culture is the active use of moral standards in legal activity, since the existence of morality lies in its manifestations. In the practice of legal regulation of social relations, morality prompts action and reveals the essence of a lawyer as a person. A lawyer must be aware of the individual uniqueness of each person, creating favorable conditions for the protection of the most precious thing – human life, his rights and freedoms. Moral culture enables a lawyer to realize his own mistakes and think of ways to correct them, to feel his responsibility to the client, to every citizen, remembering the need to defend the truth.

So, we see that moral culture occupies a very important place in the professional activity of a lawyer.

REFERENCES

1. Гусарев С.Д., Тихомиров О.Д. Юридична деонтологія (Основи юридичної діяльності). Навчальний посібник, Київ, 2005. С. 332.
2. Сливка С.С. Юридична деонтологія. Навчальний посібник, Київ, 2008. С. 177.

A. Kondruk

A TACTIC OF DISTRACTING ATTENTION AS ONE OF THE TACTICS OF A HYPOCRITE

Hypocrisy is pretence, discrepancy between the words and deeds of personality and his/her real feelings, beliefs, and intentions. Hypocrisy as a negative moral quality is an impetus for deception, lie, and insincerity, which are its related notions [2, p. 224]. The hypocrite puts on a mask, trying to hide his true feelings and emotions in order to achieve his own goal.

An insincere speaker is able to flexibly use verbal and non-verbal means [1, p.18]. He uses various strategies, tactics and techniques in order to persuade the communicative partner to make the decision he wants. One of such tactics is the tactic of diverting attention.

In order to divert attention from one thing, one needs to draw attention to something else. The ways of attracting attention are well known to magicians. They often take advantage of the fact that surprises and attracts people's attention. In order to divert attention, they can, for no apparent reason, put their right hand on the head of the interlocutor or can raise their left hand. While the attention of the viewer is attracted by one hand, the other hand can do something inconspicuous. It is the tactic that the hypocrite uses. He tries to focus the attention of the addressee on something insignificant in order to imperceptibly realize some of his own goals at the same moment, to carry out an action that is beneficial and necessary for him. E.g.:

Jeff was working in back of the pedestal. The frustrated guide turned to the group. "Now, ladies and gentlemen, as I was saying, over here we have a selection of fine diamonds at bargain prices. We accept credit cards, traveler's checks" – he gave a little chuckle – "and even cash."

Tracy was standing in front of the counter. "Do you buy diamonds?" she asked in a loud voice. /.../ "My husband is a prospector. He just returned from South Africa, and he wants me to sell these."

As she spoke, she opened the briefcase she carried, but she was holding it upside down, and a torrent of flashing diamonds cascaded down and danced all over the floor.

"My diamonds!" Tracy cried. "Help me!"

There was one frozen moment of silence, and then all hell broke loose. The polite crowd became a mob. They scrambled for the diamonds on their hands and knees, knocking one another out of the way. /.../

When the dazed guard finally managed to stagger to his feet, he pushed his way through the bedlam, reached the pedestal, and stood there, staring in disbelief. The Lucullan diamond had disappeared. So had the pregnant lady and the electrician [3, p. 358].

In this example, the speaker, Tracy, who was pretending to be pregnant, and her accomplice, Jeff, visited a diamond show. It is known from the context that they deliberately damaged the alarm system. Jeff pretended to be an electrician and offered his help. While Jeff was “fixing” the system in back of the pedestal, Tracy began to draw attention to herself in order to distract the attention of the security and other exhibition workers from the main Lucullus diamond. Using the insincere speech act of the quesitive, she loudly asked if they bought diamonds (*Do you buy diamonds?*). Tracy made up a story that her husband was a prospector of diamonds, convincingly presenting the information with the help of insincere assertives (*My husband is a prospector. He just returned from South Africa, and he wants me to sell these*). When everyone’s attention was drawn to her, she opened her briefcase, which was upside down, and artificial diamonds fell out of it as if by accident. With the help of expressives (*My diamonds!, Help me!*) Tracy diverted the attention of everyone present from the main diamond of the exhibition. After a few seconds, everyone noticed that the “pregnant” woman, the “electrician” and the main diamond had disappeared (*The Lucullan diamond had disappeared. So had the pregnant lady and the electrician*). As a result, the hypocrites, using the tactic of distracting attention, outsmarted everyone present and stole the precious stone.

The actualization of the tactic of distracting attention proves that according to the situation, an insincere speaker can skillfully combine verbal and nonverbal means to achieve his/her goal.

REFERENCES

1. Кондрук А. Ю., Коляда Е. К. Стратегії персуазивності в нещирому дискурсі. Наукові записки Національного університету «Острозька академія»: серія «Філологія»: науковий журнал. Острог : Вид-во НаУОА, 2022. Вип. 15 (83) С. 17–20.
2. Тофтул М. Г. Сучасний словник з етики: Словник. Житомир: Вид-во ЖДУ ім. І. Франка, 2014. 416 с.
3. Sheldon S. *If Tomorrow Comes*. London: HarperCollins UK, 2012. 592 p.