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# Implementation of persuasion strategies and techniques in the modern English popular science discourse

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*The paper presents a research into persuasion strategies and techniques and their implementation in the modern English scientific and popular science discourse. The aim is to study and describe some communicative strategies and techniques that are used by authors of popular science articles in the field of satellite telecommunications. The relevance of this paper is caused by the necessity to identify and describe the authors' linguistic persuasive influence on readers' opinions in order to make them believe in the authors' points of view. This influence has a strong impact on the spread and development of scientific knowledge. The obtained results make it possible to draw the conclusion about the most popular and effective persuasive strategies and techniques used in the modern popular science articles. They may be useful for communication specialists to upgrade pragmatic aspects of the linguistic manipulation means as well as for English teachers to form students' critical approach to the contexts of the articles, which will help to develop their intercultural communicative competence.*

**Keywords:** *English language, linguistic persuasive influence, persuasion strategies and techniques, scientific and popular science discourse, satellite telecommunications.*

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