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**LEXICAL MEANS SIGNALLING TRUST-WORTHINESS  
OF MEDIA CONTENTS  
A Psycholinguistic Experiment**

*Abstract*

In connection with the frequent breach of P. Grice's maxim on truth, the article seeks answers to the question whether the Bulgarians recognize the unreliable information in the media and the role of linguistic means in the process of interpreting the truth of the messages. The author comments on the results of an experiment aimed at verifying the role of three groups of language tools in forming a sense of credibility or unreliability of journalistic information among recipients.

*Keywords:* trust-worthiness, language markers, journalistic texts