

**ANDIJON DAVLAT UNIVERSITETI HUZURIDAGI ILMIY DARAJA  
BERUVCHI PhD.03/30.12.2019.Fil.60.02 RAQAMLI ILMIY KENGASH**

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**ANDIJON DAVLAT UNIVERSITETI**

**KURBANOV ELBEK ELMURODOVICH**

**NUTQIY TA'SIR ETISHNING KOGNITIV-PRAGMATIK  
XUSUSIYATLARI**

**10.00.11 – Til nazariyasi. Amaliy va kompyuter lingvistikasi**

**FILOLOGIYA FANLARI BO'YICHA FALSAFA DOKTORI (PhD) DISSERTATSIYASI  
AVTOREFERATI**

**Andijon – 2022**

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**Falsafa doktori (PhD) dissertatsiyasi mavzusi O‘zbekiston Respublikasi Vazirlar Mahkamasi huzuridagi Oliy attestatsiya komissiyasida B2018.4.PhD/Fil676 raqami bilan ro‘yxatga olingan.**

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## KIRISH (falsafa doktori (PhD) dissertatsiyasi annotatsiyasi)

**Dissertatsiya mavzusining dolzarbligi va zarurati.** Jahon tilshunosligida lisoniy vositalarni, matnni, muloqot shakllarini zamonaviy aspektlarda o'rganish amaliy zaruratga aylanmoqda. Xususan, nutqiy ta'sir hodisasi tilning kommunikativ vazifasining muhim tarkibiy qismi hisoblanadi. Tilshunoslikda uning eng muhim ikki jihati: kommunikantlarning umumiy ongi va muloqotning maqsadga muvofiqligini hisobga olish asosida tasvirlash, qolaversa, ta'sirni amalga oshirish, ya'ni perlokutsiya bilan bog'lab o'rganish zamonaviy tilshunoslikning muhim masalaridan hisoblanadi.

Dunyo tilshunosligida nutqiy ta'sir nazariyasining vujudga kelishida bugungi kunda ijtimoiy madaniy rivojlanishning muqobil nazariyasiga aylangan manipulyatsiya hal qiluvchi rol o'ynaydi. Ta'sir etuvchi nutqning ahamiyati tarkibida quyidagilar mavjud: lingvistik aspekt (nutqiy strategiyalar); vaziyatning ekstralingvistik mazmuni; paralingvistik loyihalash. Jumladan, paremiya, barqaror birikmalar, diskursiv gaplar va stereotiplar nutqiy ta'sirning diskursiv birliklari sifatida o'rganilmoqda. Nutqiy ta'sirning bahs-munozarali, tibbiy, badiiy, she'riy va reklama turlaridagi vositalari ham dunyo tilshunosligida faol o'rganiladi.

Mamlakatimiz tilshunosligida nutqiy ta'sir nutqiy muloqotning muhim tarkibiy qismi sifatida o'rganiladi. Shaxsga konkret kommunikativ vaziyatdagi ta'sirlar, qobiliyatiga qarab nutqiy ta'sir ko'rsatishning turli usullarini to'g'ri birlashtirish suhbatdosh va muloqot vaziyatining eng muhim qismidir. O'zbekiston Respublikasi taraqqiyotining har tomonlama rivojlantirish bo'yicha Harakatlar strategiyasida ijtimoiy sohalarni yana ham rivojlantirish haqidagi ko'rsatmalarga asosan tilshunoslik oldiga qo'yilgan vazifalar sirasida shaxsga nutqiy ta'sir ko'rsatishning kognitiv-pragmatik xususiyatlarini o'rganishni ham ko'rsatish mumkin. "Bugungi globallashuv davrida har bir xalq, har qaysi mustaqil davlat o'z milliy manfaatlarini ta'minlash, bu borada, avvalo, o'z madaniyatini, azaliy qadriyatlarini, ona tilini asrab-avaylash va rivojlantirish masalasiga ustuvor ahamiyat qaratishi tabiiydir"<sup>1</sup>.

O'zbekiston Respublikasi Prezidentining 2016-yil 13-maydagi PF-4797-son "Alisher Navoiy nomidagi Toshkent davlat o'zbek tili va adabiyoti universitetini tashkil etish to'g'risida"gi, 2017-yil 16-fevraldagi PF-4958-son "Oliy o'quv yurtidan keyingi ta'limni yanada takomillashtirish to'g'risida"gi, 2019-yil 21-oktyabrdagi PF-5850-son "O'zbek tilining davlat tili sifatidagi nufuzi va mavqei tubdan oshirish chora-tadbirlari to'g'risida"gi, 2020-yil 20-oktyabrdagi PF-6084-son "Mamlakatimizda o'zbek tilini yanada rivojlantirish va til siyosatini takomillashtirish chora-tadbirlari to'g'risida"gi Farmonlari; 2017-yil 20-apreldagi PQ-2909-son "Oliy ta'lim tizimini yanada rivojlantirish chora-tadbirlari to'g'risida"gi Qarori hamda mazkur faoliyatga tegishli boshqa me'yoriy-huquqiy hujjatlarda belgilangan vazifalarni amalga oshirishga ushbu dissertatsiya ishi muayyan darajada xizmat qiladi.

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<sup>1</sup>Ўзбекистон Республикаси Президенти Ш.М.Мирзиёевнинг "Ўзбек тилининг давлат тили сифатидаги нufузи ва мавқеини тубдан ошириш чора-тадбирлари тўғрисида"ги ПФ-5850-сон Фармони. Манба: <http://lex.uz/docs/4561730>

**Tadqiqotning respublika fan va texnologiyalari rivojlanishining ustuvor yo‘nalishlariga mosligi.** Tadqiqot respublika fan va texnologiyalari rivojlanishining I. “Axborotlashgan jamiyat va demokratik davlatni ijtimoiy, huquqiy, iqtisodiy, madaniy, ma’naviy-ma’rifiy rivojlantirishda innovatsion g‘oyalar tizimini shakllantirish va ularni amalga oshirish yo‘llari” ustuvor yo‘nalishiga muvofiq bajarilgan.

**Muammoning o‘rganilganlik darajasi.** Hozirgi zamon tilshunosligida nutqiy ta’sir masalasidagi tadqiqotlar ilmiy-metodik yo‘nalishdagi qator sohalarni: kognitiv tilshunoslik, lingvokulturologiya, sotsiolingvistika va psixolingvistikani bog‘lovchi jadal rivojlanayotgan fan sohasidir. Ma’lumki, nutqiy ta’sir masalasi rus tilshunosligida eng dolzarb lingvistik sohalardan biri hisoblanadi. Bunday tadqiqotlar O‘zbekistonda ham olib borila boshlandi, biroq ular, asosan, OAV materiallari, reklama matnlarida o‘z aksini topgan. Muammo shundaki, nutqiy ta’sir va uni ifodalovchi lisoniy vositalar o‘zbek tilshunosligida maxsus tadqiq qilinmagan ayrim maqola shaklidagi ishlarni hisobga olmaganda monografik planda deyarli o‘rganilmagan.

Dunyo tilshunosligida bu yo‘nalishda bir qator izlanishlar olib borilgan. Dastlab nutqiy ta’sir tushunchasi maxsus o‘rganilib, keyinchalik lingvistik tadqiqotlar sohasida dolzarblik kasb etdi. Jumladan, jahon tilshunosligida S.G. Kara-Murza, Yu.A. Didik, L.L. Fedorova, A.A. Kotov, Kiseleva, O.S. Issers, I.A. Sternin, Ye.V. Denisjuk B.A. Yermolayev<sup>2</sup>lar tomonidan nutqiy ta’sir masalasi maxsus o‘rganilgan. Tadqiqotlarda mazkur yondashuvning asosi, o‘rganish texnologiyalari, til va muloqot jarayonida lisoniy birliklarning kognitiv-pragmatik tadqiqi kabi masalalar o‘rganilgan.

O‘zbek tilshunosligida alohida muammo sifatida o‘rganishga oid tadqiqotlar endi paydo bo‘lmoqda. Xususan, S.Mo‘minov<sup>3</sup> o‘zbek muloqot xulqining ijtimoiy-lisoniy xususiyatlarini o‘rgangan. D.Rustamov<sup>4</sup> muloqotning umumiy tavsifi va nazariy muammolari bilan shug‘ullangan. Sh Alpanova<sup>5</sup> nutqiy faoliyat jarayonidagi ruhiy holatlarning o‘zbek tilining turli sath birliklari vositasida aks

<sup>2</sup> Ермолаев Б.А. Целеобразование в коммуникации // Оптимизация речевого воздействия. – М.: Наука, 1990. – С. 46-55. Хворостин Д.В. Скрытые компоненты смысла высказывания: принцип выявления: Автореф. дис. канд. филол. наук. Челябинск, 2006. – 22 с. Стернин И. А. Введение в речевое воздействие. – Воронеж: Кварта, 2001. – С. 55-59. Тарасов Е.Ф. Речевое воздействие: методология и теория // Оптимизация речевого воздействия. – М.: Наука, 1990. – С. 5-18. Денисюк Е.В. Манипулятивное речевое воздействие (коммуникативно-прагматический аспект): Дис. ... канд. филол. наук. – Екатеринбург: Уральский гос. ун-т, 2003. – 200 с. Кара-Мурза С. Г. Манипуляция сознанием [Электронный ресурс] / С. Г. Кара-Мурза. – М.: Алгоритм, 2000. – Режим доступа: <http://www.kara-murza.ru/manipul.htm> (дата обращения: 28.03.2021). Попова Е.С. Структура манипулятивного воздействия в рекламном тексте / Е. С. Попова // Известия Уральского государственного университета. Гуманитарные науки. – Вып. 5. Языкознание. – Екатеринбург, 2002. – №24. – С. 276-288. Дидык Ю.А. Речевая манипуляция в оригинальном и переводном тексте (на материале пьес Б. Шоу): Дис. ... канд. филол. наук. – Саратов: Ульяновский гос. ун-т, 2010. – 250 с. Котов А.А. Механизмы речевого воздействия в текстах СМИ: Дис. ... кандидата филол. наук. – М.: Российский гос. гуманитарный ун-т, 2003. – 280 с. Mamirova D Reklama matnlarining o‘ziga xos xususiyatlariga doir ayrim mulohazalar/ Xorijiy filologiya. – Samarqand, 2021. – B.24-27.

<sup>3</sup> Мўминов С. Ўзбек мулоқот хулқининг ижтимоий-лисоний хусусиятлари – Фарғона, 2021. – 224 б.

<sup>4</sup> Рустамов Д. Мулоқотнинг интралингвистик ва экстралингвистик талқинлари ҳамда замонавий концепциялари. Филология фанлари доктори (DSc) диссертацияси автореферати – Андижон, 2021. – 66 б.

<sup>5</sup> Алпанова Ш.Х. Нутқий фаолият жараёнидаги рухий ҳолатларнинг ўзбек тилининг турли сатҳ birliklari воситасида акс этиши. Филология фанлари бўйича фалсафа доктори илмий даражасини олиш учун тайёрланган диссертация. – Фарғона, 2018. – 133 б.

etishini tadqiq qilgan. E. Ibragimov<sup>6</sup> yoshlar dunyoqarashini boshqarish sabablari va yo'llariga doir tadqiqotida nutqiy ta'sir masalasiga to'xtalib o'tadi. D.Mamirova esa reklama matnlarining o'ziga xos ta'sirining lingvistik xususiyatlarini o'rgangan<sup>7</sup>.

Biroq shaxsga nutqiy ta'sir ko'rsatishning kognitiv-pragmatik xususiyatlari o'zbek tili materiallari asosida monografik tarzda o'rganilmagan. Dissertatsiyani yozish jarayonida nomlari ko'rsatilgan va boshqa bir qator o'zbek hamda jahon tilshunoslarining ilmiy izlanishlari e'tiborga olindi. Mazkur tadqiqotda nutqiy ta'sir qilishning lisoniy imkoniyatlari ommaviy axborot vositalari va ijtimoiy tarmoq materiallari asosida tahlil etilgan.

**Tadqiqotning dissertatsiya bajarilgan oliy ta'lim muassasasining ilmiy-tadqiqot ishlari bilan bog'liqligi.** Dissertatsiya Andijon davlat universiteti ilmiy-tadqiqot ishlari rejasining "Tilni sistema sifatida tadqiq etish, tatbiqiy tilshunoslik, kognitiv tilshunoslik" mavzusi bilan bog'liq ravishda bajarilgan.

**Tadqiqotning maqsadi** nutqiy ta'sir ko'rsatishning kognitiv-pragmatik xususiyatlarini ochib berishdan iborat.

**Tadqiqotning vazifalari:**

jahon tilshunosligida nutqiy ta'sir masalasining kognitiv-pragmatik aspektda o'rganilishini tahlil qilish;

o'zbek tilshunosligida nutqiy ta'sir masalasining kognitiv-pragmatik aspektda o'rganilishini tahlil qilish;

nutqiy muloqot va nutqiy ta'sir masalasiga doir tadqiqotlarini o'tkazishda mavjud va yuzaga keladigan muammolarni o'rganish, oldindan ko'rish, ularni kelajakdagi nutq vaziyatlarida ko'rib chiqish;

nutq bilan bog'liq pragmatik muammolar, nutqiy xulq-atvorning belgilangan stereotiplariga munosabatini o'rganish;

shaxsga nutqiy ta'sir ko'rsatishning pragmatik vositalarini xususiyatiga ko'ra turli til sathlarida ko'rib chiqish;

nutqiy ta'sir ko'rsatishda fonetik omillarni hisobga olgan holda pragmatik tahlillar o'tkazish;

nutqiy ta'sir etishda troplardan foydalanishning o'ziga xos xususiyatlarini ko'rsatib berish;

nutqiy ta'sir etishda frazeologik, paremiologik vositalarning o'rnini ko'rsatib berish;

o'ziga xos nutqiy ta'sir kuchiga ega dialogni yaratishda ishtirok etadigan lisoniy birliklarning kognitiv-pragmatik imkoniyatlarini aniqlash.

**Tadqiqotning obykti** zamonaviy ommaviy axborot vositalari, frazeologik birliklar, reklama matnlari, shuningdek, tezkor ijtimoiy tarmoq matnlaridir.

**Tadqiqotning predmeti** nutqiy ta'sirni yuzaga keltiruvchi lisoniy birliklarning kognitiv-pragmatik xususiyatlaridir.

**Tadqiqotning usullari.** Tadqiqot jarayonida qiyosiy tahlil, zidlash,

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<sup>6</sup> Ибрагимов Э. Ёшлар дунёқарашини бошқариш сабаблари ва йўллари/ <https://elibrary.ru/defaultx.asp>

<sup>7</sup> Mamirova D Reklama matnlarining o'ziga xos xususiyatlariga doir ayrim mulohazalar/ Xorijiy filologiya. – Samarqand, 2021. – B.24-27.

tasniflash, suhbat, distributiv, struktural va statistik tahlil usullaridan foydalanilgan.

**Tadqiqotning ilmiy yangiligi** quyidagilardan iborat:

nutqiy ta'sirga ega bo'lgan nutqni shakllantirishda o'zbek tilining ekspressiv imkoniyatlariga bog'liq ravishda, birinchi navbatda, lisoniy imkoniyat, ikkinchi o'rinda muloqot jarayonining ekstralingvistik ta'minoti, uchinchi o'rinda paralingvistik vositalar bilan boyitilganlik turishi aniqlangan;

o'zbek lisoniy qadriyatlarida nutqiy ta'sirning asosiy usullariga ishonitirish, so'rash va taklif kabi asosiy uzvlar kirishi dalillangan;

nutqiy ta'sir effektini oldindan bilish, uni kelajakdagi nutq vaziyatlarida tasavvur qilishning milliy-madaniy, fonopragmatik va leksik pragmatik imkoniyatlari aniqlangan;

nutqiy ta'sir etishda troplardan foydalanishning o'ziga xos lingvomadaniy xususiyatlari, shuningdek, frazeologik, paremiologik vositalardan foydalanish, nutqiy ta'sir kuchiga ega dialogni yaratishda ishtirok etadigan lisoniy birliklarning kognitiv-pragmatik imkoniyatlari asoslangan.

**Tadqiqot natijalarining ilmiy va amaliy ahamiyati.** Tadqiqot natijalarining ilmiy ahamiyati unda erishilgan natijalardan kognitiv tilshunoslik, pragmatika, pragmlingvistika, va sotsiopragmatikaga doir izlanishlarda foydalanish mumkinligi, nutq madaniyati, ritorika, grammatika, stilistika, sotsiologiyaga doir ilmiy tadqiqotlar uchun ham bevosita material bo'lib xizmat qilishi bilan belgilanadi.

Tadqiqot natijalarining amaliy ahamiyati ishda ilgari surilgan g'oyalar, nazariy qarash va amaliy tavsiyalar darsliklar monografiyalar, o'quv qo'llanmalar yaratishda hamda ma'ruza matnlari tayyorlashda manba bo'la olishi, unda to'plangan materiallar oliy o'quv yurtlarining filologiya fakultetlarida "Til nazariyasi", "Matn tahlili", "Matnning filologik tahlili", "Tahliliy o'qish", shuningdek, magistratura ixtisosliklarida "Sotsiolingvistika", "Pragmlingvistika", "Sotsiopragmatika" hamda "Psixolingvistika" fanlaridan ma'ruza matnlari tuzishda, umumiy o'rta ta'lim maktablari uchun fan dasturlari, o'quv dasturlari tayyorlashda foydalanish mumkin.

**Tadqiqot natijalarining joriy qilinishi.** "Nutqiy ta'sir etishning kognitiv-pragmatik xususiyatlari" mavzusida olib borilgan tadqiqot asosida:

nutqiy ta'sir effektini oldindan bilish, uni kelajakdagi nutq vaziyatlarida tasavvur qilishning milliy-madaniy pragmatik imkoniyatlariga doir xulosalardan O'zbekiston Respublikasi Vazirlar Mahkamasining Manaviyat va davlat tilini rivojlantirish masalalari departamentining sud nutqining sotsiolingvistik, psixolingvistik xususiyatlarini o'rganish faoliyatida foydalanilgan (O'zbekiston Respublikasi Vazirlar Mahkamasining Manaviyat va davlat tilini rivojlantirish masalalari departamentining 2021-yil 2-noyabrdagi 30/1-3850-son ma'lumotnomasi). Natijada nutqiy ta'sir jarayonida muayyan til birliklarining amaliy samaradorligi ochib berilgan;

nutqiy ta'sirga ega bo'lgan nutqni shakllantirishda o'zbek tilining ekspressiv imkoniyatlaridan kelib chiqib, birinchi navbatda, lisoniy imkoniyat, ikkinchi o'rinda muloqot jarayonining ekstralingvistik ta'minoti, uchinchi o'rinda

paralingvistik vositalar bilan boyitilganlik turishi borasidagi tadqiqot natijalaridan Toshkent davlat o'zbek tili va adabiyoti universiteti tomonidan olib borilgan AM-FZ-201908172 "O'zbek tilining ta'limiy korpusini yaratish" mavzusidagi innovatsion ilmiy loyihani bajarishda foydalanilgan (Toshkent davlat o'zbek tili va adabiyoti universitetining 2020-yil 19-yanvardagi 15-85-son ma'lumotnomasi). Natijada ta'lim jarayonida muayyan til birliklarining amaliy samaradorligi ochib berilgan;

lisoniy madaniyatda nutqiy ta'sirning o'ziga xos o'rni, ommaviy nutqiy ta'sir etish, muloqot jarayonining o'ziga xosliklari, lisoniy birliklarning nutqiy ta'sir o'tkazishdagi xususiyatlarini ochib berish, shuningdek, kognitiv-pragmatik farqli birliklarning uslubiy, mazmuniy, vazifaviy jihatlarini kabi masalalar borasidagi tadqiqot natijalaridan Andijon davlat universitetida 2017-2020-yillarda olib borilgan OT-F1-18 "Ommaviy lisoniy madaniyatni shakllantirish metodlar va metodologiyasini ishlab chiqish" mavzusidagi davlat fundamental-tadqiqot dasturlari doirasidagi loyihalarda foydalanilgan (Andijon davlat universitetining 2022-yil 5-martdagi 39-08-545-son ma'lumotnomasi). Natijada loyihaning ommaviy nutqiy madaniyatni shakllantirishga doir aniq diskurslarga doir tavsiyalarining nazariy asosi ta'minlangan;

nutqiy ta'sirning sud jarayoniga xos xususiyatlari, sud jarayoni qatnashchilarining nutqidagi farqlar, muloqot jarayonining genderga doir o'ziga xosliklari, lisoniy mentalitetning o'ziga xos xususiyatlarini ochib berish, shuningdek, muloqot jarayonidagi ijtimoiy farqli birliklarning uslubiy, mazmuniy, struktur hamda vazifaviy o'ziga xosliklari kabi masalalar borasidagi tadqiqot natijalaridan Andijon davlat universitetida 2018-2020-yillarda olib borilgan PZ-20170926286 "O'zbek amaliy sud lingvistikasi tadqiq" mavzusidagi davlat amaliy-tadqiqot dasturlari doirasidagi loyihalarda foydalanilgan (Andijon davlat universitetining 2022-yil 5-martdagi 39-08-544-son ma'lumotnomasi). Natijada nutqiy ta'sir jarayonida muayyan til birliklarining amaliy samaradorligi ochib berilgan;

nutqiy ta'sir o'tkazishning psixolingvistik omillari tahlil qilinib, insonga ta'sir o'tkazishning yuqori samaraga erishish usullarini farqli jihatlarini ilmiy asoslashga doir natijalaridan O'zbekiston Milliy teleradiokompaniyasi "O'zbekiston" teleradiokanali DM "Madaniy-marifiy va badiiy eshittirishlar" muharririyati tomonidan tayyorlangan "Ta'lim va taraqqiyot", "Notiqlik odobi", "Adabiy jarayon" radioeshittirishlarini tayyorlashda (2020-2021-yillar davomida) foydalanilgan (O'zbekiston Milliy teleradiokompaniyasining 2022-yil 12-yanvardagi 04-36-70-son ma'lumotnomasi). Natijada radiotinglovchilarga efir orqali nutqiy ta'sir o'tkazishning psixolingvistik xususiyatlari tahlil qilinib, reklama matnlari va manaviy-marifiy teleradio eshittirishlarning umumiy va o'ziga xos jihatlarini hamda ularning tomoshabinga ta'siri haqida ma'lumotlarga ega bo'lishida ilmiylik mezoni ta'minlangan.

**Tadqiqot natijalarining aprobatsiyasi.** Mazkur tadqiqot natijalari 4 ta xalqaro va 3 ta respublika ilmiy-amaliy anjumanlarida muhokamadan o'tkazilgan.

**Tadqiqot natijalarining e'lon qilinganligi.** Dissertatsiya mavzusi bo'yicha respublika va xorij jurnallarida jami 11 ta ilmiy ish chop etilgan, jumladan, O'zbekiston Respublikasi Vazirlar Mahkamasi huzuridagi Oliy Attestatsiya komissiyasi tomonidan doktorlik dissertatsiyalarining asosiy ilmiy natijalarini chop etish tavsiya etilgan ilmiy jurnallarda 4 ta maqola, shundan 2 ta maqola xorijiy nashrlarda nashr etilgan.

**Dissertatsiyaning tuzilishi va hajmi.** Dissertatsiya kirish, uch bob, xulosa va foydalanilgan adabiyotlar ro'yxatidan iborat. Dissertatsiyaning hajmi foydalanilgan adabiyotlar ro'yxati va ilovalardan tashqari 136 sahifani tashkil etadi.

## DISSERTATSIYANING ASOSIY MAZMUNI

Tadqiqotning **Kirish** qismida tadqiqotning dolzarbligi va zarurati asoslangan, maqsadi va vazifalari, ob'ekti va predmeti tavsiflangan, uning respublika fan va texnologiyalari rivojlanishining ustuvor yo'nalishiga mosligi ko'rsatilgan, ilmiy yangiligi va amaliy natijalari bayon qilingan, olingan natijalarning ilmiy va amaliy ahamiyati ochib berilgan, tadqiqot natijalarining amaliyotga joriy qilinishi, nashr etilgan ishlar va dissertatsiya tuzilishi bo'yicha ma'lumotlar keltirilgan.

Ishning birinchi bobi "**Tilshunoslikda nutqiy ta'sir masalasi**" deb nomlanib "**Nutqiy ta'sir tushunchasi haqida**", "**Lisoniy vositalarning ta'sir kuchi**", "**Nutqiy muloqot va nutqiy ta'sir**" kabi qismlardan iborat.

Nutqiy ta'sir – kommunikativ jarayonlarda so'zlovchining o'z suhbatdoshlariga ma'lumot-axborot berishdan tashqari ularning tushuncha va his-tuyg'ulariga ta'sir etish orqali o'z qarashlari, yondashuvlarini singdirish, ommalashtirish va targ'ib etish kabilarni ham o'z ichiga oladi. Ba'zan paralingvistik, semiotik tizimlar, birinchi navbatda, imo-ishoralar, yuz ifodalari va tana harakatlari (an'anaviy ma'noda paralingvistikaning yadrosini tashkil etuvchi kinesic) dan foydalanish ham nutqiy ta'sir tushunchasi bilan bog'lanaadi. Og'zaki ijodning estetik kodlari (masalan, stilistik kodlar va intertekstual bog'lanishlar tizimi); shuningdek, yozma muloqot holatida matnni grafik loyihalash vositalari (metagrafemika), semiotika kabilar ham shular jumlasidandir.

V.fon Gumboldt: "Rivojlangan til sohibi bo'lgan insonning ulkan yutug'i shundaki, uning nazdida dunyo xuddi ikki barobar kattalashgandek bo'ladi. Til yordamida u o'zining shaxsiy tajribasiga kirmaydigan va bevosita qabul qilinmaydigan predmetlardan ham foydalana oladi. Inson ikkinchi dunyoga ega bo'ladiki, tilda bilvosita aks etuvchi predmetlar, so'z bilan ifodalanadigan obrazlar, ob'ektlar, munosabatlar va xususiyatlar dunyosi ham kiradi. Inson bu obrazlarni ular amalda bor-yo'qligidan qat'i nazar, o'z xohishiga qarab nomlashi, gapirishi, demakki, mana shu ikkinchi dunyoni boshqarishi mumkin", der ekan nutq orqali ta'sir qilishga intilish inson ongida bilish jarayoni bilan chambarchas bog'liqligini ta'kidlagan.<sup>8</sup> Nutqiy ta'sir masalasini bevosita Alisher Navoiy ijodi, xususan, quyidagi bayti asosida ham izohlash mumkin:

*Bayt: Yamon so'z kim, kelib jong'a urg'ay,*

<sup>8</sup> Гумбольдт В. фон. Избранные труды по языкознанию. – М.:Прогресс, 1984. – С.400

*Ki jondin o'tib imong'a urg'ay.(Navoiy)*

O'zbek tilining izohli lug'atida nutqiy ta'sir tushunchasi uchramaydi. Ammo jahon tilshunosligida bunday tushuncha mavjud. Masalan, rus tilida mazkur tushuncha alohida talqin qilinadi.

“Nutqiy ta'sir, keng ma'noda – turli xil nutq vositalari bilan, boshqacha aytganda - tabiiy tildagi xabarlar yordamida amalga oshiriladigan individual va/yoki jamoaviy ong va xatti-harakatlarga ta'sir qilish. Ba'zan nutqiy ta'sir tushunchasi ostida paralingvistik (ya'ni "tilga yondosh"), semiotik tizimlar yordamida tuzilgan xabarlardan foydalanish ham umumlashtiriladi ...”<sup>9</sup>

Nutqiy ta'sirning keng va tor tushunchalari o'rtasidagi munosabatni tushuntirish uchun shuni ta'kidlash lozimki, agar muloqotchilar bir-birlari bilan o'zaro munosabatda bo'lishga to'g'ri kelsa, ular o'rtasida til aloqasiga ehtiyoj tug'iladi. Misol uchun, suhbatdoshlardan biri boshqa bir buyruq yoki talabni bajarishi kerak yo bo'lmasa, uning savoliga javob berishi; maslahatlariga rioya qilishi; aytaylik, suhbatdoshlar bir joyda uchrashishlari kerak va bu haqda kelishilgan joyda kelishilgan vaqtda bo'lish haqida va'da berishadi; suhbatdoshlardan biri ikkinchisiga biror narsa haqida xabar beradi va boshqasi olgan ma'lumotiga muvofiq harakat qilishni davom ettirishini kutadi. Hech kimga hech kimdan hech narsa kerak bo'lmagan vaziyatda aloqa qilish yoki axborot uzatishning hojati yo'q, bunday paytda til ham kerak bo'lmaydi.

Aslida til odamlarning birgalikdagi faoliyatini muvofiqlashtiruvchi vosita vazifasini bajaradi. Har qanday nutqiy akt, shu bilan birga, uning adresatiga ta'sir ko'rsatishning maxsus shakli – kelgusida so'zlovchining faoliyatida qandaydir o'rin egallashi uchun zarur bo'lgan ayrim ma'lumotlarni ikkinchisiga uzatish orqali amalga oshiriladigan ta'sir bo'lib chiqadi.

Olamning lisoniy manzarasi inson ongida me'yoriy holatda shakllangan bo'lsa, nutq doirasi, tafakkur tarzi shunga yarasha bo'ladi. Bu asosiy holatlar nutqiy ta'sirning holatiga nisbatan osongina talqin qilinadi va uning mexanizmlarini tavsiflovchi yondashuvlarning eng umumiy bo'linishini belgilaydi. Odamlarga ta'sir ko'rsatishning har xil psixologik usullari, metodlar, mantiqiy tuzoqlar va boshqa zaif joylarni topishga qaratilgan yondashuvlar mavjud.

Odatda psixologlar tomonidan yozilgan ko'plab amaliy qo'llanmalarda keltirilgan “odamlarni boshqarish usullari” deb nomlangan ongning himoya to'siqlarini samarali bartaraf etishning turli tamoyillari qo'llaniladi.

Nutqiy ta'sir doirasida fikr yuritilar ekan bu o'rinda, albatta, “manipulyatsiya” atamasi (*aynan ma'nosini beradigan so'z bo'lmagani sababli o'zini qo'llashni ma'qul ko'rdik*) ga to'xtalmaslikning iloji yo'q.

Manipulyatsiyaning prototipik holatida manipulyatsiya qilingan shaxs bu ta'sirdan chiqib keta olmaydi, manipulyator esa ko'pincha noto'g'ri maqsadlarni ko'zlaydi. Bu ma'no taraqqiyoti nuqtai nazaridan tushunarli va asosli: agar men nima qilayotganimni bilmasam, unda men o'zligimga umuman to'g'ri kelmaydigan maqsadlarda foydalanishim mumkin. Biroq “manipulyatsiya” atamasi

<sup>9</sup> [https://www.krugosvet.ru/enc/gumanitarnye\\_nauki/lingvistika/](https://www.krugosvet.ru/enc/gumanitarnye_nauki/lingvistika/)

umumiy atama sifatida ishlatila boshlansa, unda u tomonidan qo'yilgan baholash bunday holatlarda ataylab salbiy talqinga olib keladi.

Tadqiqotchilar nutqiy ta'sirning kognitiv aspektidagi turli diskurslarga munosabatini o'rganishga hali ham yetarlicha e'tibor qaratishgani yo'q. Biroq bu masalaning ahamiyatiga to'liq baho berish qiyin, chunki, "har qanday o'zining ichida ma'lumot tashuvchi nutq, kinetik, intonatsion, akustik va undovchi boshqa ta'sir vositalari bilan nutqiy ta'sirga bevosita aloqadordir"<sup>10</sup>.

Ta'sirga ega bo'lgan nutqni shakllantirishda birinchi navbatda lingvistik aspekt (nutqiy strategiya) ahamiyatlidir. Undan so'ng muloqot jarayonining ekstralingvistik vositalar bilan to'ldirilganligi turadi. Uchinchi o'rinda nutqni paralingvistik vositalar (ohang, imo va ishoralar, tashqi ko'rinish, qarash va boshqalar) bilan boyitishni ko'rsatish mumkin.

**Suggestiv nutq** (taklif), E.Bibring yozganidek, bu hech qanday mantiqiy tahlil va baholashni talab qilmaydigan, berilayotgan manbaani anglashning va tanqidning pasayishi bilan bog'liq bo'lgan inson psixikasiga verbal ta'sir qilish hisoblanadi. Suggestiya bevosita gipnoz tushunchasi bilan bog'liq<sup>11</sup>. Suggestiv nutq tobe holatdagi retseptientning ma'lum g'oyalarini, hissiyoti, o'zini tutishi va boshqa mental jarayonlarni boshqarish maqsadida, dominant holatdagi suggestor (taklif qiluvchi) tomonidan amalga oshiriladi.

Ta'sir turli xil shakllarga ega bo'lishi va nutq manipulyatsiyasi doirasida amalga oshirilishi mumkin. Terminologik aniqlikning yetishmasligi, vosita va usullarning umumiy tasnifi, shuningdek, o'rganish ob'ektining fanlararo tabiati nutqiy ta'sirni ritorik shakllantirilgan nutq, til demagogiyasi, tashviqot va neyrolingvistik dasturlash (NLD) kabi tushunchalarga yaqinlashtiradi.

Manipulyatsiya va tashviqotni bir-biridan farqlash juda murakkab. Targ'ibot-tashviqot bu "qandaydir g'oya, qarash, bilim va ta'limotlarni jamiyat orasida tushuntirish va yoyishdir"<sup>12</sup>. Bir tomondan, manipulyatsiya tashviqotning ajralmas bir qismi sifatida qaraladi, boshqa tomondan, tashviqot siyosiy manipulyatsiya vositasi sifatida qaraladi. B.N.Bessonov har ikkala ta'sir turini "ma'naviy qaramlik vositalari" deb atagan<sup>13</sup>. Murakkab jihati shundaki, bu hodisalar o'rtasidagi chegarani aniq belgilash imkoni yo'qligidir: targ'ibotda yashirin ta'sir usullaridan foydalanilganiga duch kelinsa, manipulyatsiyada targ'ibot usullaridan foydalanish mumkin (masalan, ma'lumot tanlash, dalillarni buzib ko'rsatish, mutaxassislarning tor doirasiga murojaat qilish, dushmani demonizatsiya qilish kabilar).

Shunday qilib, ritorik nutq va manipulyatsiya o'rtasidagi asosiy farq shundaki, bu ochiq ta'sir bo'lib, unda adresatning qarashlari uning irodasiga qarshi emas, balki ongli ravishda o'zgaradi. Targ'ibotning ajratib turadigan belgisi esa bu

<sup>10</sup> Мегентесов С.А., Мохамад И. Лингвистические аспекты психического воздействия и приемов манипуляции. – Краснодар, 1997. – С.7.

<sup>11</sup> Бибринг Г.Л., Анализ подготовки кадров и его место в психоаналитической подготовке. // Международный журнал Психоанализ, 35, 1954. – С. 169-173.

<sup>12</sup> Толковый словарь русского языка с включением сведений о происхождении слов / РАН Институт русского языка им. В. В. Виноградова. Отв. ред. Н.Ю. Шведова. – М.: Издательский центр "Азбуковник", 2007. – С. 759.

<sup>13</sup> Бессонов Б.Н., Пропаганда и манипуляция как инструменты духовного порабощения [Электронный ресурс] / Б.Н. Бессонов // Идеология духовного подавления. – М.: Мысль, 1971. – 295 с. – <http://psyfactor.org/propaganda2.htm> (мурожаат санаси: 15.15.2020).

tarqatilishi kerak bo'lgan muayyan g'oyaning mavjudligi, informatsiya oqimining ochiq, talabchan tabiati, hissiy taqdimotidir. Demak, targ'ibot – bu har qanday mafkurani jamoatchilik fikri va xatti-harakatiga ta'sir qilish maqsadida tarqatishdir.

Inson nutqini ta'sirchan qilishda tovushlarining ahamiyati katta ekanligi ma'lum – tovush va ularni uzatuvchi harflarning assotsiativ komponenti bilan hosil qilingan til sohasi fonosemantika deb ataladi. Tovush va ma'no o'rtasidagi bu to'g'ridan-to'g'ri bog'lanishlar juda noaniq, aniqlashtirish qiyin, tushunarli bo'lishi uchun ko'plab misollar bilan asoslash kerak bo'ladi, agar she'r misolida olinsa, bu alohida masala bo'ladi, ular his qilinadi, nasriy matnga qaraganda she'riy matnlarda lisoniy vositalar o'z ta'sirchanligini o'zgacha namoyon qiladi.

Nutqiy ta'sir maqsadlarida qo'llaniladigan eng ko'p tarqalgan va eng yaxshi o'zlashtirilgan til vositasi, albatta, so'z va ularning ekvivalent birikmalarini, xususan, frazeologik birliklarni tanlashdir. Leksik semantikaning xilma-xilligi tufayli so'z tanlash turli ta'sir turlari amalga oshiriladigan umumnazariy vosita bo'lib chiqadi.

Evfemizmlarning nutqdagi o'rni va ahamiyati o'ziga xosdir. Nutq madaniyatining asoiy birliklaridan desak, xato bo'lmaydi. Zero, evfemizmlar qo'pol, dag'al, o'rinsiz, sovuq so'zlar o'rniga yoqimli, qulay tushunchalarni qo'llashdir.

Zamonaviy tilshunoslikda sintaktik-semantik jihatdan nutqiy ta'sir vositalarini tanlash va qo'llash imkoniyatlari ko'p. Sintaktik qurilishni tanlash, xususan, mavjud nuqtai nazarni o'zgartirish, vaziyatdagi muayyan ishtirokchilarning diqqat markaziga kirishi yoki kiritmaslik, shu bilan bir xil evfemistik samaraga erishishi yoki, aksincha, undan qochishi mumkin.

Nutqiy ta'sirning barchaga ma'lum va tavsiflangan usullaridan – bu aniq mayl o'rniga majhul mayldan foydalanish va qayta nomlashdir, majhul mayldan foydalanganda, harakatning haqiqiy bajaruvchisi haqidagi ma'lumot mutlaqo eslatilmasligi mumkin; bu ma'lumot rostdan ham noma'lum bo'lishi ham muayyan ta'sirga asos bo'lsa-da, ma'lumotlarni ataylab yashirish alohida nutqiy ta'sirga olib keladi:

— *O'zi qaytib kelmasmikin?.. Birov olib ketsa qaytib kela ber, deb qo'yilmagan ekan-da! Nega yig'lanadi? A? Yig'lanmasin! Qobil bobo yerga qarab tek qoldi.*

— *Qidirtirsakmikin-a? - dedi amin chinchalog'ini etigining ostiga artib, suyunchisi nima bo'ladi? Suyunchidan chashna olib kelinmadimi?"(Abdulla Qahhor. O'g'ri)*

Matnda yig'lanmasin, nega yig'lanadi, olib kelinmadimi kabi so'zlarda majhul nisbatning qo'llanilishi Qobil boboning ruhan ezilishi va shu tufayli poraxo'r amaldorning ichki istaklarini bajarishga tayyor bo'lishiga olib kelmoqda.

Qayta nomlash ham faol nutqiy ta'sir ko'rsatish vositalaridan biri.

Masalan, kishi nomlari – antroponimlarni ham almashtirish bu borada alohida o'rin tutadi.

Amerikalik taniqli psixolog Deyl Brekenrij Karnegi "Insonlarni og'dirib olishning olti usuli" kitobida quyidagicha fikr yuritadi: "Franklin Delano Ruzvelt

insonlarni o'ziga og'dirib olishning eng sodda, ammo samarador va ahamiyatli yo'llaridan biri ismlarni eslab qolish va insonga o'zining ahamiyatli ekanligini his qilish imkonini berish ekanligini bilgan... Yodda tuting, inson uchun uning ismi ifodasi inson nutqidagi eng shirin va eng ahamiyatli jarangdir".<sup>14</sup>

Insonlar nutqiy ta'sirning bu vositasidan samarali foydalanib keladilar:

Cho'lponning mashhur "Kecha va kunduz" romani qahramoni Razzoq "so'fining bu bobda o'ziga ko'ra asoli bir maslagi bor: u o'zi maqtanib aytganiday, xotin-xalaj oldida og'iz ochib til qaltiratishni ravo ko'rmaydi. «Bu til, — deydi so'fi, — doim xudoning zikri bilan qaltiraydi. Bu og'iz hamma vaqt xudoning zikriga ochiladi. Og'iz bilan til — bandaning jismida eng aziz va tabarruk a'zolar. Ularni xotin kishiday past maxluq oldida xor qilinadimi? Bo'lmasa, haq taoloning bandalari it bilan ham gaplasha bersin! Yo'q, xotin kishiga juda zarur gap aytiladi, u toifa bilan zarurat yuzasidangina gaplashiladi. Vassalom!"

Ayollarga bunday past nazar bilan qarash uning ayoliga murojaatida ham namoyon bo'ladi, "u o'z halol jufti Qurvonbibini hamma vaqt «Fitna» deb chaqiradi: «Fitna, sallamni ber!», «Fitna, qiz o'lguring qani?», Fitna, puldan uzat!" yoki "— E ablah, Fitna!— dedi so'fi kulib turib. — Esing yo'qligi shu-da! Shu-da esi pastliging! Shu-da xotinliging!", "So'fi yana past toifa oldida muborak og'zini ochib, aziz tilini qaltiratmoqqa majbur bo'ldi.— Badbaxt Fitna! Qo'yananmi, qo'ymanmi, axir? «Hubbil vatani minal-imon», deganlar — «vatanni sevish imondan», axir! Bilmasang bekor-da, Vatani yo'q — dunyoda lo'li, xolos. Meni bevatan, deb bildingmi?"(Cho'lpon, Kecha va kunduz)

Bu bilan ayoliga nutqiy ta'sir o'tkazib uni mensimasligi, odam o'rnida ko'rmasligini ta'kidlaydi. Nutqida unga nisbatan "ablah", "badbaxt" kabi so'zlarni qo'llash bilan tazyiqni yanada kuchaytiradi.

Cho'lpon asaridagi aynan shu jihatga prof. S.Mo'minov ham e'tibor qaratib, quyidagicha yozadi:

"Garchi bu gaplar Cho'lponning "Kecha va kunduz" romanidagi Razzoq so'fini qora qilib turib aytilgan bo'lsa-da, aslida o'zbek oilalarida o'ziga xos murojaat shakllari haqida ma'lumot beradi. Jumladan, Xorazm vohasida xotinning ismini aytib chaqirsa, odamlar ayolga nisbatan yomon fikrda bo'ladilar. U kelinlik vaqtdan boshlab erining ismini aytib chaqirmaydi. Aks holda, u erini o'zidan past ko'rgan hisoblanadi. Xotinlar erlarining ismlari o'rnida asosan "boboy", "usta", "og'a", "aka", "buva" kabi so'zlarni ishlatadilar. Ayni paytda er ham xotiniga nisbatan "momoy", "kampir" kabi so'zlarni qo'llaydilar. Shuningdek, Xorazmda bobosi hayot bo'lgan bolalarga o'z otasiga "aka" deb murojaat qilishni o'rgatadilar. Agar bolalar "ota" deb chaqirsa, bu yosh otaning o'z otasiga, ya'ni bolalarning bobosiga hurmatsizlik deb baholanadi. Surxondaryo, Qashqadaryo tomonlarda kelinlar o'zlari kelin bo'lib tushgunga qadar tug'ilgan qaynog'a, qaynsingillarining ismlarini aytib chaqirishlari uyat sanaladi. Ism o'rnida "sher bola", "toy bola", "qizcha", "o'g'ilcha" kabi so'zlarni qo'llaydilar."<sup>15</sup>

<sup>14</sup> Карнеги Д. Шесть способов располагать к себе людей.//Greatwords.org^authors\218

<sup>15</sup> Мўминов С. Ўзбек мулоқот хулқининг ижтимоий-лисоний хусусиятлари. – Фарғона, 2021. – Б.137-138.

Ishonch bilan aytish mumkinki, insonning kelajakdagi taqdiri yurist yoki shifokor, ayniqsa, o'qituvchi, umuman ziyoli nutqining sifatiga bog'liq. Masalan, sud jarayoni natijalari sudyalarning ishontirish qobiliyatiga bog'liq. Notiqlik kuchi orqali, hatto zaif dalillar bazasi bilan ham g'alaba qozonish ehtimoli katta.

Nutqiy ta'sir ko'rsatishda kerakli darajaga erishining muhim shartlaridan biri – muloqot qilining asosiy qoida va omillariga rioya qilishdir. Og'zaki nutqiy ta'sir etish qoidalarini bir necha omillarga bog'lagan holda tasniflash mumkin. Dissertatsiyada bu omillar bafurja tahlil qilingan.

Ishning ikkinchi bobi: **“Nutqiy ta'sir etishning kognitiv-pragmatik xususiyatlari”** deb nomlangan va **“Muloqot jarayonidagi nutqiy ta'sir”**, **“Nutqiy ta'sir usullarining kognitiv mezonlari”**, **“Matnlarda nutqiy ta'sir etishning ayrim pragmatik xususiyatlarining psixolingvistik talqini”** kabi qismlardan iborat.

Til muloqot jarayonida nafaqat ma'lumotni uzatish, balki adresatga ta'sir ko'rsatish vazifasini ham bajaradi. Akademik V.Vinogradov muloqot ta'sirini aloqa va xabar bilan bir qatorda tilning eng muhim uchinchi funksiyasi sifatida ko'rsatadi<sup>16</sup>. Til shaxslararo va ijtimoiy munosabatlarni, inson hissiyotlari va xatti-harakatlarini boshqaradi. Ushbu “nutq yordamida bir odamning boshqasi tomonidan boshqarilishi” nutq ekspozitsiyasi ya'ni nutqiy ta'sir deb ataladi<sup>17</sup>.

Nutqiy ta'sir – bu murakkab psixologik jarayon bo'lib, uni tadqiq qilish fanlararo muammo hamdir.

Tilshunoslikda nutqiy ta'sir nutq faoliyatining bir qismi sifatida qaraladi.

Insonning kundalik faoliyatida turli xil holatlarda muloqotga kirishishini inobatga olgan xolda, muloqot jarayonidagi nutqiy ta'sir o'tkazishning asosiy maqsadlari quyidagicha tasniflandi:

1) kommunikativ maqsad– suhbatdosh bilan munosabat o'rnatish, uni qo'llab-quvvatlash;

2) mavzu maqsadi – mavzuni qabul qilish, ma'lumot olish yoki suhbatdosh xatti-harakatini o'zgartirish;

3) axborot maqsadi – xabarni qabul qiluvchiga yetkazish, uning xabarni to'laligicha qabul qilinganligiga ishonch hosil qilish.

Samarali nutqiy ta'sir ana shu uch maqsadni amalga oshirishni ko'zda tutadi. Nutqiy ta'sirning ko'plab turlari mavjud bo'lib, ularni turli me'yorlar asosida tasniflash mumkin. Masalan: muloqot vositalarining tabiatiga ko'ra nutqiy ta'sir verbal va noverbal turlarga bo'linadi. Og'zaki nutqiy ta'sir muloqotning lisoniy birliklaridan foydalangan holda amalga oshiriladi. Noverbal – paralingvistik, nolisoniy vositalar, ya'ni nutq bilan birgalikda qo'llanuvchi imo-ishoralar, yuz ifodalari, ovoz tembri, so'zlovchining ko'rinishi va boshqalar yordamida muayyan axborotlar uzatiladi.

<sup>16</sup> Виноградов В.В. Проблемы русской стилистики / В.В. Виноградов. – М.: Высш. шк., 1981. – С. 48.

<sup>17</sup> Тарасов Е.Ф. Речевое воздействие как проблема речевого общения / Е.Ф. Тарасов // Речевое воздействие в сфере массовой коммуникации / отв. ред. Ф.М. Березин, Е.Ф. Тарасов. – М: Наука, 1990. – С. 6.

Shu o'rinda, kreollashgan matn hodisasini yodga olish joiz. Kreollashgan matn verbal (matn, yozuvlar) va tasviriy, vizual yoki noverbal (rasm, fotosurat, diagramma, jadval, formula va boshqa) unsurlardan iborat bo'ladi<sup>18</sup>.

Muloqot jarayonida nutqiy ta'sirning ko'plab turlariga duch kelish mumkin. Tadqiqotchilar tomonidan ular turli parametrlariga ko'ra tasniflangan, ushbu tasniflar dissertatsiyada ko'rib chiqilgan.

Nutqiy ta'sir hodisasining eng muhim ikki jihati mavjud bo'lib, uni kommunikantlarning umumiy ongi va muloqotning maqsadga muvofiqligini hisobga olish asosida tasvirlash mumkin. Birinchisi, asosan, muloqotni tashkil etish, ikkinchisi – ta'sirni amalga oshirish, ya'ni perlokutsiya bilan bog'liq<sup>19</sup>. Bu parametrlarga ko'ra, nutqiy ta'sirni o'rganishda ikkita asosiy yondashuv (barqarorlik va ruhiy mushtaraklik) ni farqlash lozim.

Matnni idrok etishning o'zgaruvchanligi, bizningcha, bir qancha psixologik sabablar bilan izohlanadi. Avvalo, bu shaxsning motivatsion, kognitiv va hissiy sohalarining namoyon bo'lishini o'z ichiga olishi kerak: insonni ushbu matnga murojaat qilishga undagan ehtiyojlar, motivlar va maqsadlar; matnni idrok etish paytidagi hissiy kayfiyat; idrok etilgan axborotga diqqatni jamlash darajasi va boshqa holatlarda namoyon bo'ladi. Ayniqsa, sud-huquq tizimi, xususan, tergov jarayonlarida gumonlanuvchiga ta'sir o'tkazish orqali ma'lumot olish jarayonlarida nutqiy ta'sir masalasi muhim ahamiyat kasb etadi. Tergov jarayonida suhbatdoshga ta'sir ko'rsatishning turli usullari mavjud, mohir tergovchi, albatta, nutqiy ta'sir o'tkazish yo'lini tanlaydi. O'zbek xalqida bir odat bor: biror kishi baqirib gapirsa, ruhiy tushkunlik boshlanadi, ya'ni baland ovozda do'q bilan gapirish atrofdagilarni bo'ysundirishga yordam beradi. Odatda ichki ishlar xodimlari ham bu usuldan samarali foydalalanadi: *U boshqa suratni ko'rsatdi. — Oxirgi marta qachon boruvdilaring? — deb so'radi Zohid. — Uch kun bo'ldi. — Balki to'rt kundir? — Vey bratan, man o'zim borganman. Soqqa yo'g'idi, qarzga bergan. Nishtyak odam u. O'zini laboratoriyasi bor. Ayn moment tayyorlab beradi. — Laboratoriyasiga kirganmisan? — Kirganman-de. Shundoq chap tomonda. — Ayvondan o'tgandami? — Ha-de, bilib turib so'ruvrasizmi? Zohid «bu yog'iga nima deysiz?» deb Hamdamga qaradi. — Ayvonning oldi rommi? Labi osilgan yigit o'ylanib qoldi. — Rom bo'lsa kerak, — dedi ikkilangan holda. — **Yolg'on gapirma!** — dedi Hamdam baqirib. — Bratan, aldavotganim yo'q.*

Tergovchining ohang o'zgarganidan so'ng guvohlar tilga kira boshladi. Jinoyatchilarning o'z tilida gaplashish ham muloqotning samarali bo'lishiga yordam beradi. Inson ruhiyati o'ziga xos, har bir kishiniki boshqasiga o'xshamaydigan alohida yaralgan. Shuning uchun ichki ishlar xodimlari jinoyat olamida yurganlar bilan vaziyatga ko'ra ularning "tili"da gaplashib, nutqiy ta'sir o'tkaza oladi: *Hamdam unga yaqinlashib, yoqasini changallab o'rnidan*

<sup>18</sup> Удод Д.А. Креолизованный текст как особый вид паралингвистически активного текста / Д.А. Удод // Современная филология: материалы II междунар. науч. конф., Уфа, январь 2013 г. – Уфа: Лето, 2013. – С. 99.

<sup>19</sup> Ермолаев Б.А. Целеобразование в коммуникации // Оптимизация речевого воздействия. – М.: Наука, 1990. – С. 46-55.

*turg'izdi. — Yolg'on gapirma, xunasa, uyida bo'lmagansan. Ayvoni yo'q uning. Labi tirtiqliq birdan tutqanog'i tutgan odamdek baqirib yubordi: — Qo'yvoring! Men kechasi borganman. Ayvoniga qarabmanmi, o'zi zo'rg'a turuvdim. — Borganmisan?! — Ha, borganman! — Uch kun oldinmi? — Ha, uch kun oldin. — Juda yaxshi! — Hamdam uni qo'yib yubordi. — Menga shu kerak edi. Yozib qo'ying, o'rtoq prokuror. Borganini tan oldi.*

Tahlillardan ko'rinib turibdiki, shaxsga nutqiy ta'sir ko'rsatib uni turli ruhiy holatga solish mumkin.

Tom ma'nosidagi muloqot quyidagilarni o'z ichiga oladi:

1. Axborot almashinuvi. Bu shuni anglatadiki, muloqot jarayonida axborot barcha muloqot ishtirokchilari tomonidan bir-biriga uzatilishi kerak, ya'ni axborotning o'zaro mutanosibligi bo'lishi kerak – har ikki tomon ham axborot uzatadi va qabul qiladi. Agar kimdir gapirsa va boshqalar faqat tinglashsa – bu aloqa emas. Televizor, gazeta, svetofor, telefon orqali javob beruvchi avtomat, kompyuter ma'lumot uzatadi, lekin biz ular bilan muloqot qilmaymiz.

2. Axborot almashinuvi suhbatdoshlar tomonidan ongli ravishda amalga oshirilishi lozim. Axborotni uzatish ikkala suhbatdoshning niyatining bir qismi bo'lishi kerak. Agar suhbatdosh narigisi nimadir demoqchi deb taxmin qilsa-da menga tegishli biror narsa haqida taxmin qilsa-da, bu muloqot natijasi emas. Bu suhbatdoshning so'zlarini o'zicha talqin qilish, taxmin yoki sezgi natijasi. Taxmin tasdiqlanishi uchun muloqotning barcha uzvlari tiklanishi mumkin.

3. Axborot uzatishning maqsadga muvofiqligiga ko'ra agar o'ziga yo'naltirilmagan suhbat eshitilsa, gapiradigan kishi bilan muloqot amalga oshmaydi – chunki xabar ongli ravishda eshituvchiga yo'llanmaydi. Sezdirmasdan boshqaning nutqini eshitish, axborot mazmunini o'zlashtirish muloqot hisoblanmaydi. Yoki televidenie va radio orqali eshittirilgan, namoyish qilingan ma'lumotni o'zlashtirish muloqot shakllariga kirmaydi. Muloqot ishtirokchilarining niyati – axborotni bir-biriga maqsadli uzatishdir.

4. Axborot almashishni ratsional rasmiylashtirish axborot almashinuvi tayyorlangan shaklda amalga oshirilishi, o'z birliklari, tuzilishi va rejasiga ega bo'lishi, bir butun mazmunga ega bo'lishi, ya'ni butun muloqot harakati tushunarli bo'lishi mumkin bo'lgan tayyorlangan va mazmunli xususiy bayonlardan iborat bo'lishi kerak. Har ikki tarafdagi axborotning og'zaki ifodalanishi ma'lum kod talablariga javob berishi – shu tilda amalga oshirilishi, o'zaro ma'lum lisoniy birliklar va strukturalarni o'z ichiga olishi kerak. Agar biror kishi alahsirasa, kasallik tufayli g'o'ldirab gapirsa – bu muloqot emas. Undovlar, hissiyotli qichqiriqlar muloqotni yuzaga keltirmaydi. Ta'sir kuchi baland bo'lsa-da, ularni nutqiy ta'sir doirasiga kiritib bo'lmaydi. Nutqiy ta'sir elementlari ular tomonidan to'ldirilishi mumkin, ammo mustaqil ravishda nutqiy ta'sir uzvi bo'lishi uchun muloqotning har ikki tomoni ravshanlik talablariga javob berishi kerak.

5. Muloqot jarayonida suhbatdoshlar bir-birlarini individuallashtirishlari, ya'ni bir-birlarining o'ziga xos xususiyatlarini ta'kidlashlari, suhbatdoshni boshqa odamlardan farqlashlari lozim. Suhbatdosh sezgilar orqali idrok etilishi, boshqalardan ajralib turishi, unga ma'lum munosabat – musbat yoki manfiy –

shakllanishi lozim. Misol uchun, hamkasbimiz yoki begonaga "Sizga yordam kerakmi?", deb aytsak, turlicha ma'noni anglatadi.

6. Aks aloqa. Suhbatdosh muloqot paytida aks aloqada bo'lishi kerak. Agar men gapirayotgan bo'lsam va suhbatdoshim meni eshitadimi, yo'qmi, men unga aytgan narsamni qabul qiladimi (va bu fikr-mulohazaning mavjudligini aniq ko'rsatib turibdi), biz bilan muloqot amalga oshirilmaydi. So'zlovchi suhbatdoshning reaksiyasini kuzatib, so'zlovchiga qarasa, nolisa, rozi bo'lsa, rozi bo'lsa yoki aksincha, kelishmovchilik bildirsa, so'zlovchi o'z xabarini to'g'rilab qo'yadi. Agar o'zaro hurmat bo'lmasa, aloqa samaradorligi masalasi shubhali bo'ladi. Shu nuqtai nazardan, televizor ekrani, gazeta, kitob orqali aloqa to'liq muloqot hisoblanmaydi, chunki bu holatda aks aloqa tasodifiy va to'liq emas.

7. Suhbatdosh bilan hissiy aloqa muloqot jarayonida muhim. Agar hissiy aloqa bo'lmasa, muloqot amalga oshirildi deb hisoblash mumkin emas – bu faqat axborot almashinuvidir. To'liq muloqot qilish uchun suhbatdosh bilan hissiy aloqada bo'lish kerak.

Muloqot har ikkala tomonning ijobiy yoki salbiy, bir tomonning ijobiy va bir tomonning salbiy hissiyotlari bilan bo'lishi mumkin – har qanday holatda ham muloqot bir yoki bir nechta tarzda amalga oshiriladi.

Muloqot turlarining tipologiyasi turli asoslarda bo'lishi mumkin, biz faqat eng muhim narsalarga e'tibor qaratamiz. Muloqot mavzusi turlicha bo'lishi mumkin, masalan: siyosiy, ilmiy, maishiy, diniy, falsafiy, ma'rifiy, ma'rifiy, mavzularda suhbatlashilganda, har biri o'ziga xos lisoniy vositalardan foydalanish kerakligi talab qiladi. Muloqot turlarining mavzuiy tasnifi muayyan kommunikativ vaziyatda – siyosat, fan, ta'lim, madaniyat, ma'naviyat, iqtisod, biznesda muloqotning ustuvor mavzusini aniqlashga asoslangan bo'ladi. Jamiyatda ko'plab ommalashgan muloqot sub'ektlari mavjud bo'lgani kabi bir qator mavzularda muloqot shakllari va turlari qo'llaniladi.

Rasmiyatchilik nuqtai nazaridan muloqotlar rasmiy yoki norasmiy bo'lishi mumkin. Rasmiy muloqot kommunikativ vaziyatlarda – rahbar va xodim, kasbdosh, sotuvchi-xaridor, mijoz-tinglovchi, talaba-o'qituvchi, gumonlanuvchi-advokat, fuqaro – hokimiyat vakili, iltimos qiluvchi-mansabdor shaxs va boshqalar o'rtasida olib boriladi. Rasmiy muloqot sharoitida muloqot qilayotganlarning roli juda aniq belgilangan bo'ladi.

Jamiyatda rasmiy siyosiy muloqotlar bir-birining rasmiy ijtimoiy mavqeiga barcha ishtirokchilar tomonidan qat'iy rioya qilinishini nazarda tutadi. Norasmiy muloqot maqom nuqtai nazaridan biror belgilangan me'yorlariga rioya qilishni nazarda tutmaydi, uning doirasida ko'plab rasmiy me'yorlarni buzish (yoki aksincha, rioya qilmaslik) tashabbusi bilan osongina muloqot qilishingiz mumkin bo'ladi. Muloqotlar shakliga ko'ra: yopiq, ochiq yoki aralash bo'ladi. Yopiq aloqa kommunikantlarning sub'ektiv pozitsiyalari asosiy ahamiyatga ega bo'lmaganda, ular muloqot xususiyatini belgilamaydi.

Kishilar o'rtasida yopiq muloqot orqali tashkil etilgan suhbatning mazmuni asosan umumiy ta'sir doirasiga tushadi, shu sababdan bu juda kam ahamiyatga ega bo'ladi. Kishilar o'rtasidagi alohida kasb doirasida yoki ijtimoiy-maishiy masalalarda muloqot qilishda bir mavzuga yopishib olish va ushbu ijtimoiy

muhitda yoki guruhda ushbu turdagi muloqot uchun qabul qilingan shakl va qoidalarga rioya qilishini taqozo qiladi. Bu, masalan, umumiy mavzulardagi dunyoviy muloqot yoki oddiy suhbat hisoblanadi. Dunyoviy muloqot bir necha maqsadlarni ko'zlaydi:

- 1) muayyan vaqtni suhbat bilan to'ldirish;
  - 2) so'zlovchi va tinglovchilarning ma'lum guruhga mansubligini namoyish etish;
  - 3) u-bu turdagi vaziyat uchun jamiyatda qabul qilingan marosimni kuzatish...
- Bunday shakllar yana ko'p bo'lishi mumkin va bunday muloqot usullarida nutqiy ta'sir o'tkazishning ibtidoiy usullari qo'llaniladi.

Turli millatlar nutqiy ta'sirning turli usullariga e'tibor beradilar:

*“ ‘There are five sovereigns here,’ said he, walking up to me, ‘which will, I hope, be a sufficient fee. But remember,’ he added, tapping me lightly on the chest and giggling, ‘if you speak to a human soul about this—one human soul, mind—well, may God have mercy upon your soul!’*

*“I cannot tell you the loathing and horror with which this insignificant-looking man inspired me”<sup>20</sup>.*

("Mana, besh soveren", – dedi u menga yaqinlashib. Umid qilamanki, siz bu mukofotdan mamnun bo'lasiz. Ammo esda tuting, - deb qo'shib qo'ydi u ko'kragimga engil nuqib, hingirlab, - agar siz bitta odamga bir so'z aytasangiz, Rabbiy sizning joningizga rahm qilsin. Bu odam meni qanday jirkantirgani, qanday dahshatga solganini ayta olmayman)

Ko'rinadiki, inson nutqiy ta'sir o'tkazish uchun faqat nutqning o'zidan emas, turli noverbal vositalardan foydalanmoqda: hingirlab kulish va ko'kragiga nuqish bilan, nutqida qo'llagan qo'rqituvchi nutqiy birliklar ta'sirini kuchaytirmoqda. Inglizlar notaktil muloqotni xush ko'radilar. Ko'krakka nuqish esa, nafaqat inglizlar, ko'pchilik xalqlarda salbiy ta'sir ko'rsatadi. Ammo inglizlar ham zarur o'rinlarda nutqiy ta'sirni kuchaytirish uchun taktil muloqotni amalga oshiradilar: *“Sherlock Holmes ran her over with one of his quick, all-comprehensive glances. “You must not fear,” said he soothingly, bending forward and patting her forearm”<sup>21</sup>.*

Dunyoviy muloqotda muayyan madaniyat, ijtimoiy qatlam yoki guruh uchun qabul qilingan suhbat mavzusi mavjud, bunda so'zlovchi nutqiga qanday nutqiy vositalardan, lisoniy imkoniyatlardan foydalanish bo'yicha ayrim tabu va cheklovlar mavjud, muloqotning umumiy ohanglari tartibga solinadi (har ikki tomondan tabiiy bo'lishi kerak), boshqa ko'plab aloqa parametrlari belgilanadi. Dissertatsiyada muloqot shakllarida nutqiy ta'sir usullari xilma-xil matnlarda ko'rib chiqilgan.

Uchinchi bob **“Nutqiy ta'sirda tilning ifoda vositalari”** deb nomlangan va **“Nutqiy ta'sir etishda lisoniy vositalardan foydalanish”**, **“Nutqiy ta'sir vositalarining sinkretizmi(reklama misolida)”** qismlaridan iborat.

<sup>20</sup> Doyle A.C. The Adventure of the Greek Interpreter <https://etc.usf.edu/lit2go/40/the-memoirs-of-sherlock-holmes/581/adventure-9-the-greek-interpreter/>

<sup>21</sup> Doyle A.C. The Adventure of the Speckled Band// [https://librebook.me/the\\_adventure\\_of\\_the\\_speckled\\_band](https://librebook.me/the_adventure_of_the_speckled_band)

Nutqiy ta'sirga ega bo'lish uchun notiq o'z suhbatdoshlariga sinalgan, ishonchli, faktik materiallarga boy ma'lumotlarni taqdim qilishi lozim, shuningdek, fikr ifodalashda, albatta, o'z fikriga munosabat bildirish uchun kiritmalardan, aforizmlardan foydalanishi lozim. Keltirilayotgan iqtiboslar hamma biladigan, hamma taniydigan, tajribali, obro'-e'tiborli shaxslarga tegishli bo'lsa, ta'sirchanlik oshadi.

Nutqiy ta'sirni oshiruvchi lisoniy vositalar qatorida metaforalar ham asosiy o'rinni egallaydi. So'zlovchi qaysi nutq vaziyatida bo'lmasin, baribir ko'chma ma'noli so'zlardan, metaforalardan faol foydalanadi.

Ayniqsa, badiiy matnlarda buni yaqqol sezish mumkin. Aksariyat nasriy matnlarda so'zlovchining o'ziga xosligini ifodalash uchun adabiy va noadabiy qatlamga doir bo'lgan til birliklaridan foydalaniladi. Masalan, aforizmlar, maqollar, iboralar bilan bir qatorda, varvarizmlar, vulgar so'zlar, dialektizmlar va hokazo.

Badiiy matnda manipulyatsiya masalasi haqida gapiradigan bo'lsak, bu, asosan, detektiv janrdagi asarlarda ko'proq ko'zga tashlanadi. Bunda so'zlovchi o'z suhbatdoshiga turli noadabiy so'zlarni qo'llash yo'li bilan nutqiy ta'sir o'tkazishi mumkin. Masalan, T.Malikning "Shaytanat" asaridan olingan parchada qahramonlarning psixologik xususiyati, dunyoqarashi ham namoyon bo'ladi:

Quyidagi misolda **hajiqiz** so'zi keskin munosabatli nutqiy ta'sirni yuzaga chiqarmoqda. Bu ta'sir manipulyativ xarakterga ega bo'lib, unda tinglovchini qo'yilayotgan shartni bajarishga – o'ch olishga majbur qilish niyati yuzaga chiqqan:

*Bu yigitning gapi emas! Yigitning nomusi toptalsa o'ch olishi shart. O'chning sharti bir – o'lim! O'ch ololmay o'zini o'ldiradigan odam yigit emas, hajiqiz! Bilib qo'y bunaqa gapingni boshqa eshitmay.*(T.Malik, Shaytanat, 2-kitob, 7-bob, 189 - bet.)

Manipulyatsiyaning lingvistik shart-sharoitlariga quyidagilar kiradi: polisemiya; til birliklarining ta'sir kuchi, ilmiy tabiati; nutqda implitsit ma'no ifodalash qobiliyati; noto'g'ri (bilvosita) ma'noda faoliyat ko'rsatish qobiliyati kabilar..

Nutq manipulyatsiyasi an'anaviy tarzda belgilanadi. S.Kara-Murzaning fikricha, manipulyatsiya quyidagi usullarni o'z ichiga oladi: axborot va fikrni aralashtirish; mavzuni maxsus ko'rsatish; his-tuyg'ular bosimi; sensatsionalizm va zudlik; parchalanishi; tuturiqsiz so'zlar; tushunarsiz so'zlar; takrorlash; hokimiyat bilan qamrab olish; taklif; soddalashtirish; tasdiqlash; stereotiplarni faollashtirish<sup>22</sup>.

Muloqot jarayonida manipulyatsiya qilishning quyidagi usullari bor: 1) qasddan suhbatdosh intensiyasini rad etish; 2) rad etishni go'yoki asosli ekanligini ko'rsatish; 3) takrorlar; 4) tahdid; 5) adresatdan o'z maqsadlarini ko'ngilli tasdiqlashni talab qilish: "to'g'rimi", "nima deysan", "o'zing aytchi"...

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<sup>22</sup> Кара-Мурза, С. Г. Манипуляция сознанием [Электронный ресурс] / С. Г. Кара-Мурза. - М. : Алгоритм, 2000. - Режим доступа : <http://www.kara-murza.ru/manipul.htm> (дата обращения : 28.03.2021).

Nasriy matnlarda muallif maqsadi va mavar mavzusi taqozosiga ko'ra dialektal, noadabiy, varvar, vulgar so'zlar ham nutqiy ta'sir vositasi sifatida qo'llanaveradi:

- *Sen parazit, oppoqman deyapsanmi? Men seni qiynadimmi? Tumrug'ingga qilich bilan urdimmi?* – Zinnatuln shunday deb yonboshdagi haykalchaga qarab oldi. (*vulgarizm*)

Shu o'rinda nutqiy ta'sirda baholash haqida ham to'xtalish joiz. Baholashning tarkibiy qismlari – uning predmeti, ob'ekti, tabiati va asosidir. Mavzu asosida aniq va implitsit, individual va jamoaviy turlarga ajratiladi hamda uning holati va roli atributiga bog'liq. O'zini obro'sizlantirish ob'ekti va adresat ob'ekt xususiyati bilan ajralib turadi: ular bir-biriga mos kelishi ham, farq qilishi ham mumkin. Intellektual, hissiy, axloqiy, pragmatik, me'yoriy va teleologik baholash xarakterga asoslangan. Baholashning asosini motivatsiya bilan bog'liq argumentlar tashkil etadi. Diskriminatsiya konfrontatsion strategiya sifatida bevosita va bilvosita turlarga bo'linadi.

“Haqorat”, “tahdid”, “ayblash” bog'liqdir. Bu yerda tipik til vositalari salbiy baho kategoriyalaridir.

– *Men sizni tanidim, – dedi tabib, xayrlashish uchun qo'l uzatib. – Menga shuning o'zi kifoya edi. Asadbekni eslatib o'zingizni pastga urdingiz. "Dard bu Asadbekning qizimi?" – deb surishtirmabdi-ku, to'g'rimi? Nima uchun shifo surishtirishi kerak ekan? Past ketmang, Hofiz og'ayni, sira past ketmang. Davolovchi tabib.* (T.Malik, Shaytanat, 2-kitob, 21-bob, 314-bet.)

*Hosilboyvachchaga Shomilning ko'zdan yo'qolgani yoqmadi. Chunki Hosilboyvachcha unga Elchinning kim ekanligini aytgan, ehtiyot bo'lishi kerakligini tayinlagan edi. Ularning mo'ljalicha, Zelixon boylikning yarmini inom yetdimi, demak, hammasiga ega chiqish imkoni bor, otarchini ulushga qo'shish hojati yo'q. Yirik mafiya egalaridan biri* (T.Malik, Shaytanat, 2- kitob, 21-bob, 354-bet.)

O'zbek tilining izohli lug'atida “otarchi” ga quyidagicha ta'rif berilgan:

**OTARCHI** s.t. **To'y va bazmlarda mumay pul topishga moslashgan musiqachi, ashulachi, ravdosa.** Esonboy suratdagi tuyma-tuy yuradigan shu qishloqlik otarchini tanidi. «**Yoshlik**». To'y-ma-to'y yurishni asosiy kasbiga aylantirib olgan ashulachini «otarchi» deyishadi. **Gazetadan.**

**OTARCHILIK** **To'y, bazmlarda yurish bilan shug'ullanish.** To'tixon otarchilikda bozori kasodga uchragach, go'yandalik va «xotincha xatmi qur'on oshi, bibi seshanba»larda kayvonilikni mashq qila boshladi. **N. Aminov.**<sup>23</sup>

Bir odamga hofiz yoki otarchi deb murojaat qilish turlicha kognitiv modelga asoslangan pragmatik tusni yuzaga keltirgan.

Kognitsiya lingvistik bo'lmagan ob'ektlar haqida g'oyalarni o'zida namoyon qiladi va xulosa chiqarish qoidalarini o'z ichiga oladi; ob'ektlar va real dunyo vaziyatlari haqida ma'lumot kognitiv komponentda xususiyat modellari shaklida (sintaktik komponentlarga semantik valentlik talqinini) qayd etiladi.

<sup>23</sup> Ўзбек тилининг изоҳли луғати. 3-жилд. – Тошкент: Ўзбекистон. 2020. – Б. 53.

Odamlar soʻzlarni tushunishda ega muhim stimullarni tanlaganlari uchun, ritorik, adresatni kerakli xulosaga olib keladigan assotsiativ qator va kontekstual taxminlarni belgilaydigan ajoyib stimul yaratishi mumkin.

Muloqot jarayonida nafaqat axborot berish, balki adresatga taʼsir qilish ham koʻzda tutiladi. Akademik V. V. Vinogradov muloqotda taʼsir bilan birgalikda muhim uch vazifani taʼkidlagan<sup>24</sup>: muloqot tildan tashqari, shaxslararo ijtimoiy munosabatlar, his-tuygʻular va xatti-harakatlarni tartibga soladi. Ushbu faoliyatni tartibga solish nutq yordamida bir kishi tomonidan amalga oshirilishi nutqiy taʼsir etish deyiladi. Til va nutqning taʼsir kuchi zamonaviy tilshunoslik yoʻnalishlari orqali oʻrganiladi.

Reklama kishilar diqqatini oʻziga tortishdan tashqari ishontira olishi ham kerak. Shuning uchun mazkur kontekstda tingovchi, oʻquvchi yoki kuzatuvchiga tez taʼsir koʻrsatadigan, oʻzi uchun ahamiyatli, manfaatli boʻlishini tushuntirib bera oladigan matnlarni yaratish mexanizmi kerak. Reklama matnlari shaxsga nutqiy taʼsir koʻrsatishning samarali shaklidir. Rasmi axborot matnlari yoki bugungi kunda nihoyatda ommalashgan, animatsiyali, yoki audio va video koʻrinishidagi reklama roliklarining asosiy qismini matnlar baʼzan harakat va voqealarda ifodalab berilmoqda. Bu tipdagi matnlarning taʼsir kuchi ancha yuqori boʻladi. Tadqiqotlarda bunday matnlar kreollashgan matnlar deb atalmoqda. **Kreollashgan matn** verbal va noverbal qismdan iborat boʻlib, bunday matnlardan reklama mahsuloti, karikatura, film afishasi va plakatlarda foydalaniladi. Bu matnlarda ogʻzaki va vizual komponentlar uzviy bogʻliq – sinkretidir. Kreollashgan matnlardan reklamalarda va afishalarda keng foydalaniladi. Soʻz ifodalari rasm va boshqa namoyish imkoniyatlari bilan toʻldirilishi reklama taʼsirini bir necha bor oshiradi. Yorqin va koʻlamli rasmlar, musiqa, yuguruvchi yozuvlar reklama taʼsirchanligini oshirishi dissertatsiyada aniq misollar bilan dalillangan.

## XULOSA

1. Zamonaviy muloqot muhitida taʼsir etishning ustuvor yoʻnalishi nutqiy taʼsir boʻlib qoldi. Butun dunyoda jismoniy, siyosiy, ijtimoiy tayziq usullari qoralanmoqda. Internet va mobil muloqot vositalari mukammallashuvi bilan muloqot imkoniyati kengayib nutqiy taʼsir yetakchiligi ortib bormoqda. Jahon tilshunosligida nutqiy taʼsir masalasi keng oʻrganilgan, xususan, rus tilshunosligida ham nutqiy taʼsirning turli qirralari tadqiq etilgan. Oʻzbek tilshunosligida nutqiy taʼsir tushunchasi va u bilan bogʻliq vositalarning lisoniy imkoniyatlari, kognitiv-pragmatik xususiyatlari maxsus tahlil qilinmagan, monografik, tizimli ravishda ilmiy tekshirib koʻrilmagan.

2. Nutqiy taʼsirning turli sohalarda qoʻllanilishi boʻyicha kerakli ilmiy xulosalar olish uchun badiiy, publitsistik matnlar tahlilidan tashqari turli xususiy diskurslar asosida ham tahlil qilib koʻrish maqsadga muvofiqdir. Ayniqsa, sud va tergov jarayonlari aks etgan nutqiy aktlar bu borada samaraliroq material vazifasini bajaradi. Detektiv romanlar tarkibidagi dialog namunalari, ularda qoʻllanilgan

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<sup>24</sup> Виноградов, В.В. Проблемы русской стилистики: Сб. статей / В.В. Виноградов. - М.: Высш. шк., 1981. - 320 с.

lisoniy vositalar, xususan, maqollar, iboralar, noadabiy qatlamga oid birliklarni tizimli tahlil qilish ularning o'ziga xos kognitiv-pragmatik xususiyatlarini ochishda yordam beradi.

3. Amaliy tilshunoslikning muhim tarmog'i sifatida psixolingvistik tadqiqotlarning ijtimoiy ahamiyati katta. Mazkur sohadagi tadqiqot natijalari ta'lim, tibbiyot, kriminalistika, tergov, sud jarayonlarida zarur. Jumladan, psixolingvistik tadqiqotlar nafaqat badiiy matnlar misolida, balki turli diskurslarda zamonaviy aspektlarda olib borilishi lozim. Shaxsga nutqiy ta'sir ko'rsatish ma'naviy-ma'rifiy sohalar uchun ham nihoyatda zarur.

4. Nutqiy ta'sir etishda so'z tanlashning ham o'ziga xos xususiyati mavjud bo'lib, so'zlovchi, notiq nutq so'zlanayotgan vaziyatga qarab, zarur lisoniy birliklarni maqsadli qo'llaydi. Shuni alohida ta'kidlash kerakki, maqollar, aforizmlar va tasviriy ifodalar turli nutqiy vaziyatlarda notiqning mahoratiga bog'liq holatda birdek xizmat qila oladi. Noadabiy qatlamga oid bo'lgan vulgar so'zlar, shuningdek, varvarizmlar ayrim nutqiy vaziyatlar uchungina xizmat qiladi.

5. Nutqiy ta'sir etish o'zaro muloqotning asosiy intentsiyasi hisoblanadi. Adresat muayyan xabarni tinglovchilarga, suhbatdoshga yetkazar ekan, albatta, axborot bilan birga ularga muayyan darajada psixologik ta'sir qilishni ham maqsad qiladi. Badiiy matnlarda, xususan, detektiv matnlarda so'zlovchi va tinglovchi o'rtasidagi muloqotning asosiy muddaosi psixologik ta'sir etish hisoblanadi.

6. Ta'sirchan nutq yaratish uchun til birliklarni qo'llash, ularning semantik, stilistik imkoniyatlarini, kognitiv-pragmatik xususiyatlarini bilish, buning uchun eng ta'sirchan nutq hisoblangan badiiy matnlar tarkibini pragmatik aspektda tizimli tahlil qilib, lisoniy birliklarning nutq ta'sirchanligini oshirishdagi ulushini aniqlab olish lozim bo'ladi.

7. Nutqning ta'sirchan bo'lishi ko'plab jihatlarga bog'liq. Ayniqsa, fikrning ishonchli ekanligi, sirlilik, dalil va asoslarga ega ekanligi, keltirilgan misollarning haqiqatga va vaziyatga to'g'riligi va eng muhimi, ifodaning aniq va to'g'ri yo'nalganligi adresat va adresant o'rtasidagi muloqotning samarali bo'lishini ta'minlaydi.

8. Reklamada kishilar diqqatini o'ziga tortish va ishontirish uchun sinkret – lisoniy va lisoniy bo'lmagan vositalar qorishig'ida yaratilishi muhim. Bu tipdagi kreollashgan matnlarning ta'sir kuchi ancha yuqori bo'ladi.

9. Nutqiy ta'sir ko'rsatishda kerakli darajaga erishining muhim shartlaridan biri – muloqot qilishning quyidagi omillariga rioya qilishdir: kommunikativ me'yorga rioya qilish omili, suhbatdosh bilan aloqa o'rnatish omili, nutqning mazmun omili, tilni loyihalash omili, muloqot uslubi omili, xabarning hajm omili, qabul qiluvchi omili. Manipulyatsiyaning lingvistik shart-sharoitlariga quyidagilar kiradi: polisemiya; til birliklarining ta'sir kuchi, ilmiy tabiati; nutqda implitsit ma'no ifodalash qobiliyati; noto'g'ri (bilvosita) ma'noda faoliyat ko'rsatish qobiliyati kabilar..

10. Nutq manipulyatsiyasi an'anaviy tarzda axborot va fikrni aralashtirish; mavzuni maxsus ko'rsatish; his-tuyg'ular bosimi; sensatsionalizm va zudlik; parchalanishi; tuturiqsiz so'zlar; tushunarsiz so'zlar; takrorlash; hokimiyat bilan

qamrab olish; taklif; soddalashtirish; tasdiqlash; stereotiplarni faollashtirish kabilarni qamrab olishi ta'kidlanadi va quyidagi usullari bor: 1) qasddan suhbatdosh intentsiyasini rad etish; 2) rad etishni go'yoki asosli ekanligini ko'rsatish; 3) takrorlar; 4) tahdid; 5) adresatdan o'z maqsadlarini ko'ngilli tasdiqlashni talab qilish: "to'g'rimi", "nima deysan", "o'zing aytchi"... Bu usullar sirasini kengaytirish mumkin.

11. Ritorik nutq va manipulyatsiya o'rtasidagi asosiy farq shundaki, bu ochiq ta'sir bo'lib, unda adresatning qarashlari uning irodasiga qarshi emas, balki ongli ravishda o'zgaradi. Targ'ibotning ajratib turadigan belgisi esa bu tarqatilishi kerak bo'lgan muayyan g'oyaning mavjudligi, informatsiya oqimining ochiq, talabchan tabiati, hissiy taqdimotidir. Demak, targ'ibot – bu har qanday mafkurani jamoatchilik fikri va xatti-harakatiga ta'sir qilish maqsadida tarqatishdir. Manipulyatsiya va yondosh hodisalar o'rtasidagi farq masalasi chuqur tadqiqqa muhtoj.

12. Matnni o'rganishga lingvopoetik yondashuvda, avvalo, matnning umumiy g'oyasi va emotsional mazmunidan foydalanadigan lingvopoetik vositalar bilan qiziqilsa, matnni psixolingvistik nuqtai nazaridan tahlil qilganda lisoniy shaxs diqqat markazida turadi, matnni yuzaga chiqarish va idrok etish jarayonlari shaxsning nutqiy-fikrlash faoliyati natijasi sifatida qaraladi, lingvopoetik vositalar ta'sir usuli sifatida baholanadi.

13. Internet muloqotning nutqiy ta'sir borasidagi tavsifi parodaksal bo'lib, yuzma-yuz muloqotda, hatto maktub orqali va telefonda qilinuvchi muloqotlarda yuzaga kelishi mumkin bo'lgan tazyiq va kuch ishlatishlardan himoyalaniş bu muloqot usulida ancha samaralidir. Muloqot xavfli tus ola boshlasa, darhol uni to'xtatish va anonimlik omilidan foydalanib, qayta muloqotga kirishmaslik imkoni keng. Muloqotga kirishish uchun suhbatdoshlar o'ziga qulay bo'lgan joy va holatni tanlash imkoniga ega. Shu bilan birga aynan internet muloqot nutqiy ta'sir o'tkazishni kuchaytiruvchi bir qator kamchiliklarga ham ega: muloqotchining o'z tavsifi yetakchiligi, hamsuhbatning vaqtini hisobga olish shart emasligi, bir paytning o'zida bir necha yo'nalishga bog'lanish imkoni muloqotning deyarli, uzluksiz, davom etishiga yo'l qo'yib, bu internet foydalanuvchilarning ijtimoiy-maishiy xususiyatlari, sog'lig'i va ruhiy holatiga salbiy ta'sir ko'rsatishi shubhasiz.

14. Nutq ta'sirning mexanizmlari murakkabligi uchun, u turli fanlar tadqiqot ob'ekti hisoblanadi – psixologiya, sotsiologiya, siyosatshunoslik, huquq, reklama, semiotika, tilshunoslik va boshqalar.

**SCIENTIFIC COUNCIL AWARDING SCIENTIFIC DEGREE  
PhD.03/30.12.2019.Fil.60.02 AT ANDIJAN STATE UNIVERSITY**

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**ANDIJAN STATE UNIVERSITY**

**KURBANOV ELBEK ELMURODOVICH**

**COGNITIVE-PRAGMATIC FEATURES OF SPEECH IMPACT**

**10.00.11 – Language theory. Applied and computer linguistics**

**ABSTRACT OF DISSERTATION  
OF THE DOCTOR OF PHILOSOPHY (PHD) ON PHILOLOGICAL SCIENCES**

**Andijan – 2022**

**The theme of doctoral thesis (PhD) was registered in the Supreme Attestation Commission under the Cabinet of Ministers of the Republic of Uzbekistan under № B2018.4.PhD/Fil676.**

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The abstract of the dissertation in three languages (Uzbek, English, Russian (resume)) has been placed on the webpage of the Andijan State University (adu.uz) of Scientific Council and on the information-education portal "Ziyonet" (www.ziyonet.uz).

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The dissertation is available at the Information Resource Center of Andijan State University (registered under number \_\_\_\_). Address: 170100, 129, University, Andijan.

The abstract of the dissertation was distributed on « \_\_\_\_ » \_\_\_\_\_ 2022.

(Protocol of the register № \_\_\_\_ on « \_\_\_\_ » \_\_\_\_\_, 2022)

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## INTRODUCTION (abstract of PhD thesis)

**Relevance and necessity of the dissertation topic.** In world linguistics today, the study of linguistic means, texts, forms of communication in modern aspects is becoming a practical necessity. In particular, the phenomenon of speech impact is an important component of the communicative function of language. Two of the most important linguistic aspects are the general consciousness of the communicators and the descriptiveness of communication in terms of expediency, as well as the realization of impact, that is, the study of perlocution.

Manipulation, that has become the modern alternative theory of socio-cultural development, plays an important role in the emergence of the theory of speech impact in world linguistics. The importance of influential speech includes: the linguistic aspect (speech strategies); the extralinguistic content of the situation; paralinguistic design. In particular, paremia, stable connections, discursive speech, and stereotypes are studied as discursive units of speech impact. Debate, medical, artistic, poetic, and advertising means of speech impact are also actively studied in world linguistics.

Impact of speech is studied as an important part of speech in the linguistics of our country. Impacts on a person in a particular communicative situation, the correct combination of different ways of influencing speech depending on the ability, is the most important part of the interlocutor and the communication situation. According to the guidelines for further development of the social sphere in the Strategy of Action the Development of the Republic of Uzbekistan, one of the linguistic tasks is to study the cognitive and pragmatic features of the speech effect on the individual. "In today's era of globalization, it is natural that every nation, every independent state should give priority to the protection of its national interests, in this regard, first of all, the preservation and development of their culture, ancient values and mother tongue.»<sup>1</sup>

This dissertation is aimed in some respect at the implementation of the tasks set out in the Decrees of the President of the Republic of Uzbekistan No. PF-4797 of May 13, 2016 "On the establishment of the Tashkent State University of Uzbek Language and Literature named after Alisher Navoi", No. PF-4958 of February 16, 2017 "On Further Improvement of Postgraduate Education", No. PF-5850 of October 21, 2019 Decree No. PF-6084 of October 20, 2020 "On measures to further develop the Uzbek language and improve language policy in our country" and resolution No. PP-2909 of April 20, 2017 "On measures for further development of the higher education system" and other normative and law regulations related to this activity.

**Dependence of the research on the priorities of the development of science and technology in the country.** The research has been carried out in accordance with the priority direction of development of science and technology of the republic "Formation of a system of innovative ideas and ways to implement

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<sup>1</sup> Decree of the President of the Republic of Uzbekistan Sh.M.Mirziyoev "On measures to radically increase the prestige and status of the Uzbek language as the state language" PF-5850. Source: <http://lex.uz/docs/4561730>

them in the social, legal, economic, cultural, spiritual and educational development of an informed society and a democratic state."

**The degree of the investigation of the problem.** In modern linguistics, the study of speech impact is a rapidly evolving field of science that connects a number of scientific and methodological areas: cognitive linguistics, lingua-culturology, sociolinguistics, and psycholinguistics. As it is known, the issue of speech impact is one of the most topical areas of linguistics in Russian linguistics. Similar studies have been conducted in Uzbekistan, but they are mainly reflected in media materials and advertising texts. The problem is that the speech effect and the linguistic means of expressing it have almost never been studied in Uzbek linguistics in the monographic plan, with the exception of some articles in the form of articles.

There is a lot of research in this area in world linguistics. Initially, the concept of speech impact was studied in detail, and later became relevant in the field of linguistic research. In world linguistics the issue of speech impact, in particular, was specially studied by S.G. Kara-Murza, Yu.A. Didik, L.L. Fedorova, A.A. Kotov, Kiseleva, O.S. Issers, I.A. Sternin, Ye.V. Denisyuk and B.A. Yermolayev<sup>2</sup>. Research on this approach explored issues such as learning technologies, and the cognitive-pragmatic study of linguistic units in language and communication.

Research on Uzbek linguistics as a separate problem is emerging. In particular, S. Muminov<sup>3</sup> studied the socio-linguistic features of Uzbek communication. D.Rustamov<sup>4</sup> dealt with the general description and theoretical problems of communication. Sh. Alpanova<sup>5</sup> studied the reflection of mental states in the process of speech activity through the various units of the Uzbek language. E. Ibragimov's research<sup>6</sup> on the causes and ways of managing the perceptions of

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<sup>2</sup> Ермолаев Б.А. Целеобразование в коммуникации // Оптимизация речевого воздействия. – М.: Наука, 1990. – С. 46-55. Хворостин Д.В. Скрытые компоненты смысла высказывания: принцип выявления: Автореф. дис. канд. филол. наук. Челябинск, 2006. – 22 с. Стернин И. А. Введение в речевое воздействие. – Воронеж: Кварта, 2001. – С. 55-59. Тарасов Е.Ф. Речевое воздействие: методология и теория // Оптимизация речевого воздействия. – М.: Наука, 1990. – С. 5-18. Денисюк Е.В. Манипулятивное речевое воздействие (коммуникативно-прагматический аспект): Дис. ... канд. филол. наук. – Екатеринбург: Уральский гос. ун-т, 2003. – 200 с. Кара-Мурза С. Г. Манипуляция сознанием [Электронный ресурс] / С. Г. Кара-Мурза. – М.: Алгоритм, 2000. – Режим доступа: <http://www.kara-murza.ru/manipul.htm> (дата обращения: 28.03.2021). Попова Е.С. Структура манипулятивного воздействия в рекламном тексте / Е. С. Попова // Известия Уральского государственного университета. Гуманитарные науки. – Вып. 5. Языкознание. – Екатеринбург, 2002. – №24. – С. 276-288. Дидык Ю.А. Речевая манипуляция в оригинальном и переводном тексте (на материале пьес Б. Шоу): Дис. ... канд. филол. наук. – Саратов: Ульяновский гос. ун-т, 2010. – 250 с. Котов А.А. Механизмы речевого воздействия в текстах СМИ: Дис. ... кандидата филол. наук. – М.: Российский гос. гуманитарный ун-т, 2003. – 280 с. Mamirova D Reklama matnlarining o'ziga xos xususiyatlariga doir ayrim mulohazalar/ Xorijiy filologiya. – Samarqand, 2021. – В.24-27

<sup>3</sup> Мўминов С. Ўзбек мулоқот хулқининг ижтимоий-лисоний хусусиятлари – Фарғона, 2021. – 224 б.

<sup>4</sup> Рустамов Д. Мулоқотнинг интралингвистик ва экстралингвистик талқинлари ҳамда замонавий концепциялари. Филология фанлари доктори (DSc) диссертацияси автореферати – Андижон, 2021 – 66 б.

<sup>5</sup> Алпанова Ш.Х. Нутқий фаолият жараёнидаги руҳий ҳолатларнинг ўзбек тилининг турли сатҳ бирликлари воситасида акс этиши. Филология фанлари бўйича фалсафа доктори илмий даражасини олиш учун тайёрланган диссертация. – Фарғона, 2018. – 133 б.

<sup>6</sup> Ибрагимов Э. Ёшлар дуёқарашини бошқариш сабаблари ва йўллари/ <https://elibrary.ru/defaultx.asp>

young people focuses on the issue of speech impact. D. Mamirova studied the linguistic features of the specific effect of advertising texts<sup>7</sup>.

However, the cognitive-pragmatic features of speech impact on the individual have not been studied on monographic basis of Uzbek language materials. In the process of writing the dissertation, the names of a number of scientific researches of Uzbek and world linguists were taken into account. The linguistic possibilities of speech impact were analyzed based on media and social networking materials, in this study.

**Relation of the topic of the dissertation to the research work of the higher education institution where the dissertation has been written.** The dissertation has been conducted in connection with the research plan of Andijan State University "Research of language as a system, applied linguistics, cognitive linguistics."

**The aim of the research** is to explain the cognitive-pragmatic features of speech.

**Research objectives:**

to analyze the cognitive-pragmatic study of the problem of speech impact in world linguistics;

to analyze the cognitive-pragmatic study of the problem of speech impact in Uzbek linguistics;

to study and anticipate existing and future problems in conducting research on speech communication and speech impact, to consider them in future speech situations;

to study pragmatic problems related to speech, attitude of speech behavior to established stereotypes;

to consider the pragmatic means of exerting a speech impact on an individual at different levels of language according to their nature;

to conduct pragmatic analysis, taking into account phonetic factors in speech impact;

to show the peculiarities of the use of tropes in speech;

to show the role of phraseological and paremiological means in speech;

to identify the cognitive-pragmatic capabilities of linguistic units involved in creating a dialogue with a specific verbal impact.

**The object of research** is modern media, phraseological units, advertising texts, as well as fast social networking texts.

**The subject of the study** is the cognitive-pragmatic features of the linguistic units that produce the speech effect.

**Research methods.** Comparative analysis, contrast, classification, interview, distributive, structural, and statistical analysis methods were used in the research process.

**The scientific novelty of the research is:**

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<sup>7</sup> Mamirova D Reklama matnlarining o'ziga xos xususiyatlariga doir ayrim mulohazalar/ Xorijiy filologiya. – Samarqand, 2021. – B.24-27.

depending on the expressive potential of the Uzbek language in the formation of speech, it is determined, firstly, the linguistic possibility, secondly, the extralinguistic support of the communication process, and thirdly, the enrichment by paralinguistic means;

the main methods of speech impact in Uzbek linguistic values include persuasion, inquiry, and suggestion;

national-cultural, phonopragmatic and lexical pragmatic possibilities of predicting the effect of speech impact, imagining it in future speech situations are identified;

the specific linguacultural features of the use of tropes in speech, as well as the use of phraseological, paremiological means of speech, the cognitive-pragmatic capabilities of linguistic units involved in creating a dialogue with a specific speech effect have been grounded.

**Scientific and practical significance of the results of the research.** The scientific significance of the results of the research is determined by the fact that the results can be used in research in cognitive linguistics, pragmatics, pragmalinguistics, and sociopragmatics, and serve as direct material for research in speech culture, rhetoric, grammar, stylistics, sociology.

**Practical significance of the research results.** The ideas, theoretical views and practical recommendations put forward in the work can be a source in the creation of textbooks, monographs, textbooks and lecture notes; the materials collected can be used in compiling texts of lectures on "Language Theory", "Text Analysis", "Philological Analysis of the Text", "Analytical Reading", as well as master's specialties "Sociolinguistics", "Pragmalinguistics", "Sociopragmatics" and "Psycholinguistics" in philological faculties of higher education institutions; they can also be used in the preparation of subject programs, curricula for secondary school courses.

**Implementation of research results.** Based on the research "Cognitive-pragmatic features of speech":

the Department of Spirituality and State Language Development of the Cabinet of Ministers of the Republic of Uzbekistan used scientific conclusions on methodological, semantic, structural and functional peculiarities of socially different units served in the study of sociolinguistic, psycholinguistic features of court speech from (Reference No. 30 / 1-3850 of November 2, 2021 of the Department of Spirituality and State Language Development of the Cabinet of Ministers of the Republic of Uzbekistan ). As a result, the practical effectiveness of certain language units in the process of speech impact is revealed;

the results of the study on specific features of the speech impact, the theoretical basis for overcoming the shortcomings in the speech of the participants of the communication process, the specifics of the communication process, the disclosure of the specific features of the linguistic mentality that should be taken into account in the educational process, as well as the disclosure of methodological, semantic, structural and functional characteristics of the units were used in innovative research projects on -FZ-201908172 "Creation of the educational corps of the Uzbek language" of Tashkent State University of Uzbek

Language and Literature named after Alisher Navoi of the Ministry of Higher and Secondary Special Education of the Republic of Uzbekistan (Reference No. 15-85 of January 15, 2022 Tashkent State University of Uzbek Language and Literature named after Alisher Navoi). As a result, the practical effectiveness of certain language units in the educational process is revealed;

the results of research on issues such as specific role of speech impact in linguistic culture, the impact of mass speech, the peculiarities of the communication process, the disclosure of the characteristics of linguistic units in speech interaction, as well as the methodological, content, functional aspects were used in the projects of Andijan State University in 2017-2020 in the framework of state fundamental research programs OT-F1-18 "Development of methods and methodology of the formation of popular linguistic culture" (Reference No. 39-08-545 of March 5, 2022 of Andijan State University). As a result, theoretical basis is provided a for the project's recommendations for specific discourses on the formation of a public speaking culture;

the results of research on such issues as features of the speech process, differences in the speech of the participants of legal cases, gender specifics of the communication process, revealing the peculiarities of the linguistic mentality, as well as methodological, semantic, structural and functional aspects of socially different units in the communication process were used in the projects of the state practical research programs PZ-20170926286 "Study of Uzbek applied forensic linguistics" conducted at Andijan State University in 2018-2020 (Reference No. 544 March 5, 2022 39-08 of Andijan State University). As a result, the practical effectiveness of certain language units in the process of speech impact is revealed;

psycholinguistic factors of speech impact have also been analyzed, and the results of scientific substantiation of different aspects of high-impact methods of human impact are presented by the National Television and Radio Company of Uzbekistan "Uzbekistan" TV and Radio Channel DM "Cultural and Educational" broadcasting service programs "Education and Development ", "Oratory ", "Literary Process "(2020-2021). (Reference of the National Television and Radio Company of Uzbekistan No. 04-36-70 of January 12, 2022). As a result, the psycholinguistic features of speech exposure to radio listeners are analyzed, and information about the general and specific aspects of advertising texts and spiritual-educational TV and radio broadcasts, as well as scientific criteria on their impact on the audience provided.

**Approbation of research results.** The results of this research have been discussed at 4 international and 3 national scientific conferences.

**Publication of research results.** A total of 11 scientific papers on the topic of the dissertation were published in national and foreign journals, including 4 articles in scientific journals recommended by the Higher Attestation Commission of the Cabinet of Ministers of the Republic of Uzbekistan for publication of the main scientific results of doctoral dissertations and 2 foreign articles.

**The structure and scope of the dissertation.** The dissertation consists of an introduction, three chapters, a conclusion and a list of references. The volume of the dissertation is 136 pages, in addition to the list of references and appendices.

## CONTENT OF THE DISSERTATION

The **Introductory** part of the research is based on the relevance and necessity of the research, describes the goals and objectives, object and subject, its relevance to the priorities of science and technology of the republic, describes the scientific novelty and practical results, reveals the scientific and practical significance of the results. given, the implementation of research results in practice, information on published works and dissertation structure is given.

The first chapter of the work is entitled "**The Problem of Speech impact in Linguistics**" and consists of such chapters as "**On the Concept of Speech impact**", "**The Power of Impact of Linguistic Means**", and "**Speech Communication and Speech impact**".

Speech impact - in communicative processes, in addition to providing information to their interlocutors, the speakers also absorbs, popularizes and promotes their views and approaches by influencing their perceptions and feelings. Sometimes the use of paralinguistic, semiotic systems, primary gestures, facial expressions, and body movements (kinesic, which traditionally regarded to form the core of paralinguistics), is also associated with the concept of speech impact. Aesthetic codes of oral creativity (for example, stylistic codes and intertextual communication systems); as well as the means of graphic design of the text in the mode of written communication (metagraphemics), semiotics, etc.

V. von Humboldt said, "The great achievement of a man with a developed language is that in his eyes the world seems to have doubled. With the help of language, he can use objects that are not part of his personal experience and are not directly accepted. Man acquires a second world, which includes the world of objects, images, objects, relations, and features that are indirectly reflected in language. Man can name and speak these images at will, whether they are in practice or not, that is, he can rule this second world."<sup>8</sup> He stressed that The issue of speech impact can be directly explained on the basis of Alisher Navoi's work, in particular, the following verse:

*Bayt: Yamon so 'zkim, kelib jong 'a urg 'ay,  
Ki jondin o 'tib imong 'a urg 'ay. (Navoiy)*

There is no concept of **speech impact** in the Uzbek dictionaries. However, there is such a concept in world linguistics. For example, in Russian this concept is interpreted separately.

"Speech impact, in its broadest sense is the impact on individual and / or collective consciousness and behavior through a variety of means of speech, in other words, through messages in natural language. Sometimes the concept of

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<sup>8</sup> Гумбольдт В. фон. Избранные труды по языкознанию. – М.:Прогресс, 1984. – С.400

speech impact generalizes the use of messages constructed using paralinguistic (i.e., "linguistic"), semiotic systems ..."<sup>9</sup>

In order to explain the relationship between broad and narrower concepts of speech impact, it should be noted as if communicators have to interact with each other, there is a need for linguistic communication between them. For example, one of the interlocutors must comply with the other's order or request or an answer to a question; follow his/her advice. Let's say the interlocutors have to meet somewhere and promise each other to be in the agreed place at the agreed time; one of the interlocutors informs the other of something and waits for the latter to continue acting according to the information he has received. There is no need to communicate or convey information when no one needs anything from anyone, and no language is needed.

In fact, language serves as a means of coordinating people's interactions. Any speech act, however, is a special form of impact on its addressee - an effect that takes place by passing on to another certain information that is necessary for the speaker to play a role in the future.

If the linguistic picture of the universe is normally formed in the human mind, the scope of speech and the way of thinking are also formed accordingly. These key cases are easily interpreted in relation to the state of the speech effect and define the most general division of approaches describing its mechanisms. There are various psychological approaches to finding methods, techniques, logic traps, and other vulnerabilities that affect people.

When we think of speech impact, it is inevitable to say a word on the term "**manipulation**" (*we chose to use it because there is no word with the same meaning in Uzbek*).

In the prototypic state of manipulation, the one being manipulated cannot escape from the effect of manipulation, and the manipulator often pursues the evil goals. This meaning is understandable and reasonable in terms of development: if I don't know what I'm doing, I can use it for purposes that don't suit me at all. However, if the term "manipulation" is used as a general term, then this assessment will deliberately lead to a negative interpretation in such cases.

Scientists have not yet paid enough attention to studying of cognitive aspect of speech impact on various types of discourses. However, it is difficult to fully assess the significance of this issue, because "any information-carrying speech, including kinetic, intonation, acoustic and other stimuli, is directly related to the speech impact."<sup>10</sup>

The linguistic aspect (speech strategy) is important in shaping effective speech. Then there is the process of extra-linguistic communication. The third is the enrichment of speech with paralinguistic means (tone, gestures, appearance, gaze, etc.).

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<sup>9</sup> [https://www.krugosvet.ru/enc/gumanitarnye\\_nauki/lingvistika/](https://www.krugosvet.ru/enc/gumanitarnye_nauki/lingvistika/)

<sup>10</sup> Мегентесов С.А., Мохаммад И. Лингвистические аспекты психического воздействия и приемов манипуляции. – Краснодар, 1997. – С.7.

**Suggestive speech** (suggestion), as E. Bibring writes, it is a verbal impact on the human psychology in understanding the given text that does not require any logical analysis and evaluation, and is associated with a decrease in understanding and criticism of the source given.<sup>11</sup> Suggestion is directly related to the concept of hypnosis. Suggestive speech is performed by a suggestor in the dominant state in order to control certain ideas, feelings, behaviors, and other mental processes of the dependent recipient.

Impact can have many forms and can take the form of speech manipulation. Lack of terminological clarity, general classification of tools and methods, as well as the interdisciplinary nature of the object of study bring speech effects closer to concepts such as rhetorically shaped speech, language demagoguery, propaganda and neuro-linguistic programming (NLP).

It might be really difficult to distinguish manipulation from propaganda.<sup>12</sup> Propaganda is "the explanation and dissemination of ideas, views, knowledge and teachings in society." On the one hand, manipulation is seen as an integral part of propaganda, on the other hand, propaganda is seen as a means of political manipulation. B.N. Bessonov called both types of impact are "means of spiritual dependence."<sup>13</sup> The complexity is that it is not possible to clearly define the boundary between these phenomena: if the methods of covert impact are used in propaganda, propaganda methods can be used in manipulation (e.g., information selection, distortion of evidence, appealing to a narrow circle of specialists, demonizing the enemy, etc.).

Thus, the main difference between rhetorical speech and manipulation is that it is an open effect in which the addressee's views change consciously rather than against his or her will. The distinguishing feature of propaganda is the presence of a specific idea to be disseminated, open, demanding nature of the flow of information, the emotional presentation. Propaganda, then, is the dissemination of any ideology in order to influence public opinion and behavior.

It is well known that sounds play an important role in making human speech effective - a field of language formed by the associative component of sounds and - letters that transmit them is called phono-semantics. These direct connections between sound and meaning are very vague, difficult to define, need to be substantiated with many examples to be clear, if we take as an example a poem, it will be a different issue. Here it will be felt, that the linguistic means in poetic texts show their impact differently than in prose text.

The most common and best-used language tool used for speech impact is, of course, the selection of words and their equivalent combinations, particularly

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<sup>11</sup> Бибринг Г.Л., Анализ подготовки кадров и его место в психоаналитической подготовке. // Международный журнал Психоанализ, 35, 1954. – С. 169-173.

<sup>12</sup> Толковый словарь русского языка с включением сведений о происхождении слов / РАН Институт русского языка им. В. В. Виноградова. Отв. ред. Н.Ю. Шведова. – М.: Издательский центр "Азбуковник", 2007. – С. 759.

<sup>13</sup> Бессонов Б.Н., Пропаганда и манипуляция как инструменты духовного порабощения [Электронный ресурс] / Б.Н. Бессонов // Идеология духовного подавления. – М.: Мысль, 1971. – 295 с. – <http://psyfactor.org/propaganda2.htm> (мурожаат санаси: 15.15.2020).

phraseological units. Due to the diversity of lexical semantics, word choice turns out to be a general tool for different types of impacts.

Euphemisms and their role and significance in speech is unique. It would be wrong to say that it is one of the basic units of speech culture. After all, euphemisms are pleasant, convenient words instead of rude, harsh, inappropriate, cold words.

In modern linguistics, there are many possibilities for the selection and application of syntactic-semantic means of speech impact. The choice of syntactic structure, in particular, can change the existing perspective, whether or not certain participants in the situation are in the spotlight, thus achieving the same euphemistic effect or, conversely, avoiding it.

One of the most well-known and well-described methods of verbal impact is the use and renaming of passive inclination instead of explicit inclination. While the fact that this information is indeed anonymous is also the basis for a particular effect, deliberate concealment of the information has a particular verbal effect:

— *O‘zi qaytib kelmasmikin?.. Birov olib ketsa qaytib kela ber, deb qo‘yilmagan ekan-da! Nega yig‘lanadi? A? Yig‘lanmasin! Qobil bobo yerga qarab tek qoldi. — Qidirtirsakmikin-a?—dedi amin chinchalog‘ini etigining ostiga artib, — suyunchisi nima bo‘ladi? Suyunchidan chashna olib kelinmadimi? ”(Abdulla Qahhor. O‘g‘ri)*

*“Isn't he going to come back?... It is pity that it was not told to come back if anyone would take it away!” Why is it being cried over? Hey? Crying is not allowed!*

*Qobil Bobo stayed still looking on the ground.*

*“Won't we have it looked for?” Said Amin, wiping his little finger against the lower part of his boot. “What's the matter?” Hasn't a part of Suyunchi been brought? ”(Abdullah Qahhor. Thief)*

Such passive constructions as “yig‘lanmasin, nega yig‘lanadi, olib kelinmadimi” results in making Qobil Bobo’s inner suffering greater and prepares him to fulfill the wishes of the corrupt official.

Renaming is also one of the most effective means of speech impact.

For example, changing human names - anthroponyms - has a special place in this regard.

Well-known American psychologist Dale Breckenridge Carnegie writes in his book *Six Ways to Deceive People*: “Franklin Delano Roosevelt said that one of the simplest but most effective and important ways to seduce people is to memorize names and pass them on. He knew that to make oneself feel important ... Remember that for a person, the expression of his name is the sweetest and most important sound in human speech.”<sup>14</sup>

People have been using this means of speech effectively:

Razzoq, the protagonist of Cholpon's famous novel *Kecha va Kunduz* (Night and Day), has one thing in common in this chapter: he does not like to open his mouth in front of his aunt, as he brags. *“so‘fining bu bobda o‘ziga ko‘ra asoli bir*

<sup>14</sup> Карнеги Д. Шесть способов располагать к себе людей.//Greatwords.org^authors\218

*maslagi bor: u o'zi maqtanib aytganiday, xotin-xalaj oldida og'iz ochib til qaltiratishni ravo ko'rmaydi. «Bu til, — deydi so'fi, — doim xudoning zikri bilan qaltiraydi. Bu og'iz hamma vaqt xudoning zikriga ochiladi. Og'iz bilan til — bandaning jismida eng aziz va tabarruk a'zolar. Ularni xotin kishiday past maxluq oldida xor qilinadimi? Bo'lmasa, haq taoloning bandalari it bilan ham gaplasha bersin! Yo'q, xotin kishiga juda zarur gap aytiladi, u toifa bilan zarurat yuzasidangina gaplashiladi. Vassalom!»*

Such contempt for women is also reflected in Razzoq's address to his honest wife Qurvanbibi, whom he always calls "Fitna" (conspiracy): "Fitna, where is your damn daughter!", "Fitna, hand over the money!" or "Scoundrel, Fitna!" said the Sufi, laughing. "You don't remember!" That's insane! This is my wife! ", "The Sufi had to open his blessed mouth in front of lower class and tremble with his holy tongue.— Unfortunate Fitna! To put it bluntly or not? Those who say, "Hubbil vatani minal-imon" are the ones who say, "Loving the motherland is faith." If you don't know, it's useless, if you don't have homeland you are just a gypsy in the world. Did you think I have no homeland?" (Cholpon, Night and Day)

In this way, Razzoq is influencing his wife verbally, emphasizing that he ignores her and does not see her as a human being. He intensifies the pressure by using words like "stupid" and "unfortunate" in his speech.<sup>15</sup>

This is exactly the point of Cholpon's work on which S. Muminov also paid attention and writes:

Although these statements were made in black and white in Cholpon's novel Night and Day, they provide information about specific forms of appeal in Uzbek families. For example, in the Khorezm oasis, if a woman calls out the name of her husband, people will feel bad about her. Women are not supposed to call their husbands by name since the time of wedding. Otherwise, the husband might be considered inferior to her. Wives often use words such as "boboy", "usta", "og'a", "aka", "buva" (grandfather, master, brother, grandfather) instead of their husbands' names. At the same time, the husband uses words such as "momoy" and "kampir" (the old woman, grandmother) in reference to his wife. In Khorezm, children whose grandparents are still alive are taught to address their father as "aka" (elder brother). If children call them "fathers", it is considered disrespectful to the young father to his father, the children's grandfather. In Surkhandarya and Kashkadarya, it is an embarrassing for brides to call their brothers-in-law and sisters-in-law who were born before they became brides, by name. Instead of names, they use words like "sher bola", "toy bola", "qizcha", "o'g'ilcha" (lion boy, wedding party boy, girl, boy).

We can firmly say that a person's future depends on the quality of speech of a lawyer or a doctor, especially a teacher, in general. For example, the outcome of a trial depends on the persuasiveness of the judges. With the power of rhetoric, even with a weak evidence base, you are more likely to win.

One of the most important conditions for achieving the desired level of communication is to follow the basic rules and factors of communication. The

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<sup>15</sup> Мўминов С. Ўзбек мулоқот хулқининг ижтимоий-лисоний хусусиятлари. – Фарғона, 2021. – Б.137-138.

rules of verbal communication can be classified according to several factors. In the dissertation, these factors are analyzed in detail.

The second part of the work is entitled "**Cognitive-pragmatic features of speech**" and consists of parts such as "**Speech effects in communication**", "**Cognitive criteria of speech methods**", "**Psycholinguistic interpretation of some pragmatic features of speech in texts.**"

In the process of communication, language not only transmits information, but also impacts the addressee. Academician V. Vinogradov describes the impact of communication as the third – the most important function of language, along with communication and message. Language governs interpersonal and social relationships, human emotions and behavior. This "speech control of one person by another" is called speech exposure or speech impact.<sup>16</sup>

Speech impact is a complex psychological process that can be an interdisciplinary problem to study. In linguistics, speech impact is seen as part of speech activity.<sup>17</sup>

Taking into consideration that a person engages in communication in a variety of situations in their daily activities, the main objectives of verbal communication in the communication process are classified as follows:

1) communicative goal - to establish a relationship with the interlocutor, to support him;

2) topical goal - to accept the topic, receive information or change the behavior of the interlocutor;

3) informational goal - to convey the message to the recipient, to make sure that the message is received in full.

An effective speech implies these three goals. There are many types of speech impediments and they can be classified according to different criteria. For example, according to the nature of communication, speech impact can be divided into verbal and nonverbal. Verbal communication is done using the linguistic units of communication. Nonverbal is the use of paralinguistic, non-verbal means, such as gestures, facial expressions, timbre, appearance, and so on.

Here, we must take into account the phenomenon of Creole text. Creole text consists of verbal (text, notes) and figurative, visual or nonverbal (pictures, photographs, diagrams, tables, formulas, etc.) elements.<sup>18</sup>

There are many types of speech impediments in communication. They are classified according to their various parameters by researchers. These parameters are also discussed in the dissertation.

There are two most important aspects to the phenomenon of speech impact, which can be described in terms of the general consciousness of the communicators and the expediency of the communication. The first is mainly

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<sup>16</sup> Виноградов В.В. Проблемы русской стилистики / В.В. Виноградов. – М.: Высш. шк., 1981. – С. 48

<sup>17</sup> Тарасов Е.Ф. Речевое воздействие как проблема речевого общения / Е.Ф. Тарасов // Речевое воздействие в сфере массовой коммуникации / отв. ред. Ф.М. Березин, Е.Ф. Тарасов. – М: Наука, 1990. – С. 6.f

<sup>18</sup> Удод Д.А. Креолизованный текст как особый вид паралингвистически активного текста / Д.А. Удод // Современная филология: материалы II междунар. науч. конф., Уфа, январь 2013 г. – Уфа: Лето, 2013. – С. 99.

about the organization of communication, and the second is about the implementation of the impact, that is, perlocution.<sup>19</sup> According to these parameters, two main approaches (stability and mental coherence) should be distinguished in the study of speech effects.

We think that the variability in text perception can be explained by a number of psychological factors. First of all, it should include the manifestation of the motivational, cognitive and emotional spheres of the person: the needs, motives and goals that motivate the person to refer to this text; emotional mood during text comprehension; the degree of concentration on the perceived information, and so on. At the same time, the issue of speech impact plays an important role in the judicial system, in particular in the process of obtaining information by influencing the suspect in the investigation process. There are many different ways to impact the interlocutor during the investigation, and the skilled investigator will of course choose the way to impact his/her interlocutor. There is a tradition among the Uzbek people: when someone shouts, they start to get depressed, which means that loud threats help to subdue others. Usually, police officers also use this method effectively: *He showed me another picture. "When did you last go there?" Zahid asked. "It's been three days." "Maybe four days?" "Hey bro, I went there by myself." "I didn't have many. I borrowed it. An awesome man he is. He has a laboratory. He prepares it in ein moment. "Have you gone into the lab?" "Of course I have. It is right on the leftt. "Crossing the porch?" "Yes, do you ask knowingly?", Zahid asked. "What do you say now?" he looked at Hamdam. "The front porch?" The young man with the hanging lips thought. "It must be balkony," he said hesitantly. "Don't lie!" Hamdam shouted. "Bro, I'm not kidding."*

*Witnesses began speaking as the investigator's tone changed.*

Speaking the language of the perpetrators also helps to communicate effectively. The human psyche is unique, each person is unique. Therefore, law enforcement officers can communicate with criminals in their "language" depending on the situation: *Hamdam approached him, grabbed him by the collar, and pulled him up. "Don't lie to me, you faggot, you weren't in the house. It has no porch." The scar lip screamed suddenly like a man with seizure: "Let me go!" I went еруку at night. I did not look at the porch, and I was in trouble. "Did you go ther?" "Yes, I went!" "Three days ago?" "Yes, three days ago." "Very good!" Hamdam let him go. "That's what I needed." Write it down, comrade prosecutor. He admitted that he had been there."*

Analyzes show that speech can affect a person's mood.

Communication in its strictest meaning includes:

1. Information exchange. This means that in the process of communication, information must be transmitted by all participants in the conversation to each other, that is, there must be a balance of information - both parties transmit and receive information. If someone is talking and others are just listening - it's not a

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<sup>19</sup> Ермолаев Б.А. Целеобразование в коммуникации // Оптимизация речевого воздействия. – М.: Наука, 1990. – С. 46-55.

communication. Television, newspapers, traffic lights, answering machines, computers transmit information, but we do not communicate with them.

2. Information exchange must be carried out consciously by the interlocutors. Communication should be part of the intent of both parties. If one person in the conversation guesses what the other one is trying to say, even if he or she assumes something about themselves, it is not the result of communication. It is the result of self-interpretation, conjecture, or intuition. All components of the communication should be materialized to confirm the assumption.

3. According to the expediency of the message, if an undirected utterance is heard, there is no communication with the speaker - because the message is not consciously sent to the listener. Listening to someone else's speech without being aware of it and assimilating the content of the information cannot be called a communication. Or the acquisition of information broadcast on television or radio is not a form of communication. The purpose of the dialogue participants is to convey information to each other in a targeted manner.

4. Rational formalization of information exchange should include exchange of information carried out in a prepared form, have their own units, structure and plan, have a single meaning, that is, the whole communication movement can be understood and prepared, contain meaningful private statements. Verbal representation of information on both sides must meet certain code requirements - it must be in that language, and must include mutually well-known linguistic units and structures. If someone is upset and mumbles because of an illness, it's not communication. Invitations, emotional screams do not create communication. Although powerful, they cannot be taken for granted. Elements of speech impact can be supplemented by them, but both sides of the dialogue must meet the requirements of clarity in order to be an independent member of speech impact.

5. In the process of communication, the interlocutors should individualize each other, that is, emphasize each other's unique features and/or distinguish their interlocutor from other people. The interlocutor must be perceived through the senses, to be distinguished from others, to form a certain attitude to him - positive or negative. For example, when we say to a colleague or a stranger, "Can I help you?" it means different things.

6. Reflective communication (feedback). The interlocutor should be in reflective touch with his/her interlocutor during the conversation. If I am speaking and my interlocutor listens to me or not, or if he accepts what I have told him/her (and this clearly indicates the existence of an opinion), we will not be able to communicate. If the speaker observes the other person's reaction and looks at the speaker, complains, agrees, admits, or, conversely, disagrees, the speaker corrects his message. If there is no mutual respect, the effectiveness of communication will be under a question. In this sense, communication through a television screen, a newspaper, a book is not considered complete communication, because in this case the feedback is random and incomplete.

7. Emotional communication with the interlocutor is important in the communication process. If there is no emotional connection, the communication

cannot be considered to have taken place - it is just an exchange of information. In order to communicate fully, you need to be emotionally involved with the person you are talking to.

Communication can be carried out with positive or negative feelings of both sides, positive feelings on one side and negative ones on the other - in either case, communication takes place in one or more ways.

The typology of ways of communication can be built on different bases, we will focus only on the most important ones. The topic of communication can be varied, for example: political, scientific, domestic, religious, philosophical, enlightenment, spirituality, each of which requires the use of specific linguistic means. The thematic classification of types of communication is based on the definition of the priority of communication in a particular communicative situation - politics, science, education, culture, spirituality, economics or business. There are many popular forms of communication in society, and there are many forms and types of communication used in a number of topics.

From the point of view of form, conversations can be official or not official. Official communication takes place in communicative situations - between the manager and the employee, colleague, salesperson, customer-listener, student-teacher, suspect-lawyer, citizen-government official, petitioner-official and others. In official communication, the role of the communicator is very clear.

Official political dialogue in society implies strict adherence to each other's formal social status by all participants. Informal communication does not imply adherence to any set of norms in terms of status, within which you can easily communicate with attempts to violate (or, conversely, non-compliance) many official norms. Depending on the form of communication: close, open or mixed. When the subjective positions of the communicators are not important, they do not determine the nature of the communication.

The content of a conversation that takes place through closed communication between people falls mainly into the general sphere of influence, so it is of little importance. Communicating between people in a particular profession or in social issues requires adherence to a common theme and adherence to the forms and rules adopted for this type of communication in a particular social environment or group. This is, for example, a secular dialogue or a simple conversation on common topics. Secular communication has several purposes:

- 1) to fill a certain amount of time with a conversation;
- 2) to demonstrate that the speaker and the audience belong to a particular group;
- 3) to observe a ceremony accepted in the society for this type of situation ...

These forms can be more numerous, and such methods of communication use primitive methods of speech.

Different nations focus on different ways of speech impact:

*'There are five sovereigns here,' said he, walking up to me, 'which will, I hope, be a sufficient fee. But remember,' he added, tapping me lightly on the chest*

and giggling, 'if you speak to a human soul about this—one human soul, mind—well, may God have mercy upon your soul!'

"I cannot tell you the loathing and horror with which this insignificant-looking man inspired me"<sup>20</sup>

It appears that man uses a variety of nonverbal means to exert a verbal impact, not only on the speech itself: by whining and tapping at his chest, he amplifies the effect of the intimidating speech units he uses in his speech. The British prefer non-verbal communication. Breast tapping has a negative effect not only on the British, but also on many other peoples. However, the British also use tactile communication to enhance the effect of speech where necessary: "*Sherlock Holmes ran her over with one of his quick, all-comprehensive glances. "You must not fear," said he soothingly, bending forward and patting her forearm*".<sup>21</sup>

Secular communication has a conversational theme that is accepted for a particular culture, social class, or group. There are some taboos and restrictions on the use of speech tools, linguistic possibilities, general tones of communication (which should be natural on both sides), and many other communication parameters.

The third chapter is entitled "Language's means of expression in speech" and consists of "Use of linguistic means in speech impact", "Syncretism of speech means (in the example of advertising)".

In order to be effective, a speaker must provide his or her interlocutors with information that is tested, reliable, and rich in factual material, and must use prompts and aphorisms to express his or her point of view. Quotations are more effective when they belong to people who are well-known, experienced and reputable.

Metaphors are one of the most important linguistic means of enhancing speech. No matter what the situation is, the speakers actively use figurative words and metaphors.

This can easily be seen in literary texts. Most prose texts use literary units that belong to the literary and non-literary strata to express the uniqueness of the speaker. For example, aphorisms, proverbs, sayings, barbarisms, vulgar words, dialectics, etc.

When it comes to manipulation in the literary text, it's mostly in the detective genre. In this case, the speaker can influence the other person by using various obscene words. For example, a passage from T. Malik's "Shaytanat" shows the psychological characteristics and worldview of the protagonists:

In the following example, the word **hajiqiz** (faggot) has a sharp relational effect. The effect is manipulative, with the intention of forcing the listener to comply with a condition – to revenge: *Bu yigitning gapi emas! Yigitning nomusi toptalsa o'ch olishi shart. O'chning sharti bir – o'lim! O'ch ololmay o'zini o'ldiradigan odam yigit emas, hajiqiz! Bilib qo'y bunaqa gapingni boshqa*

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<sup>20</sup> Doyle A.C. The Adventure of the Greek Interpreter <https://etc.usf.edu/lit2go/40/the-memoirs-of-sherlock-holmes/581/adventure-9-the-greek-interpreter/>

<sup>21</sup> Doyle A.C. The Adventure of the Speckled Band// [https://librebook.me/the\\_adventure\\_of\\_the\\_speckled\\_band](https://librebook.me/the_adventure_of_the_speckled_band)

*eshitmay. (These are not what a man says! A man must take revenge if he is dishonored. The only condition for revenge is death! A man who kills himself without revenge is not a real man, he is a faggot! Know I don't want to hear such a thing never again.)* (T. Malik, Shaytanat, Book 2, Chapter 7, p. 189)

Linguistic conditions of manipulation include: polysemy (the power of language units, their scientific nature), ability to express implicit meaning in speech, ability to function in an indirect sense.

According to S. Kara-Murza, manipulation involves the following methods: mixing information and thought; highlighting a topic; emotional pressure; sensationalism and urgency; decomposition; nonsense; unintelligible words; repetition; power coverage; offer; simplification; approval; activation of stereotypes.<sup>22</sup>

There are the following methods of manipulation in the process of communication: 1) deliberate rejection of the intensity of the conversation; 2) showing that the refusal is justified; 3) repetitions; 4) threat; 5) Requiring the addressee to voluntarily confirm their goals: "right", "what do you say", "tell me" ...

In prose texts, dialectal, vulgar, barbaric, vulgar words can be used as a means of speech impact, depending on the purpose of the author and the requirements of the theme: - *Sen parazit, oppoqman deyapsanmi? Men seni qiynadimmi? Tumrug'ingga qilich bilan urdimmi? – Zinnatulín shunday deb yonboshdagi haykalchaga qarab oldi. (vulgarizm) ("Are you a parasite. Do you think you are innocent? Did I torture you? Did I hit you in the back with a sword? Zinnatulín turned his face to the statue next to him"). (vulgarizm)*

Here, it is also worth mentioning the assessment of the speech impact. The components of an assessment are its subject, object, nature, and basis. Based on the topic, it is divided into explicit and implicit, individual and collective types, and its status and role depend on the attribute. The object of self-denial and the addressee are distinguished by their object properties: they can be compatible or different. Intellectual, emotional, moral, pragmatic, normative, and teleological assessments are based on character. Assessment is based on motivational arguments. Discrimination as a confrontational strategy can be divided into direct and indirect.

Insult, threat, accusation have a connection. Typical language tools here are negative assessment categories.

– *Men sizni tanidim, – dedi tabib, xayrlashish uchun qo'l uzatib. – Menga shuning o'zi kifoya edi. Asadbekni eslatib o'zingizni pastga urdingiz. "Dard bu Asadbekning qizimi?" – deb surishtirmabdi-ku, to'g'rimi? Nima uchun shifo surishtirishi kerak ekan? Past ketmang, Hofiz og'ayni, sira past ketmang. Davolovchi tabib. ("I know you," said the doctor, extending his hand to say good-bye. "That was enough for me." You degraded yourself remembering Asadbek. The illness didn't ask if the sick person is Asadbek's daughter. Why should healing*

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<sup>22</sup> Кара-Мурза, С. Г. Манипуляция сознанием [Электронный ресурс] / С. Г. Кара-Мурза. - М. : Алгоритм, 2000. - Режим доступа : <http://www.kara-murza.ru/manipul.htm> (дата обращения : 28.03.2021).

ask? Save your face, brother Hafiz, save your face. The treating physician.) (T. Malik, Shaytanat, Book 2, Chapter 21, p. 314)

*Hosilboyvachchaga Shomilning ko'zdan yo'qolgani yoqmadi. Chunki Hosilboyvachcha unga Elchinning kim ekanligini aytgan, ehtiyot bo'lishi kerakligini tayinlagan edi. Ularning mo'ljalicha, Zelixon boyligining yarmini inom yetdimi, demak, hammasiga ega chiqish imkoni bor, otarchini ulushga qo'shish hojati yo'q. Yirik mafiya egalaridan biri (Shamil's disappearance was not to the liking of Hosilboyvachcha. Because Hosilboyvachcha told him who Elchin was and told him to be careful. According to them, if Zelikhon shared the half of the wealth, it means that he has a chance to own everything, and there is no need to add Otarchi to the share.)* One of the owners of a large mafia (T. Malik, Satan, Book 2, Chapter 21, p. 354)

The Uzbek Explanatory Dictionary defines "Otarchi" as follows:

OTARCHI – a musician, singer, and/or dancer who makes good money at weddings and parties. *Esonboy recognized the village otarchi in the picture. "Yoshlik".* A singer whose main occupation is making money at weddings is called a "**otarchi**". From a newspaper.

OTARCHILIK – making money at weddings and partying. After her business in **otarchilik** went down, Tutikhon began to practice being kayvoni (elderly, respected woman) at Goyandi and "Khatna Qur'an reading parties, bibi Seshanbas (special religious party)." N. Aminov<sup>23</sup>

Addressing a person as **hafiz** or **otarchi** creates a pragmatic tone based on a different cognitive model.

Cognition expresses ideas about non-linguistic objects and includes rules for drawing conclusions; information about objects and real-world situations is recorded in the cognitive component in the form of feature models (interpretation of semantic valence to syntactic components).

As people choose important stimuli to understand words, rhetoric can create a great stimulus that identifies the associative series and contextual assumptions that lead the addressee to the desired conclusion.

In many cases communication involves not only informing but also influencing the addressee. Academician V. Vinogradov emphasized three important functions in addition to influence in communication: communication, in addition to language, regulates interpersonal social relations, emotions and behavior<sup>24</sup>. The regulation of this activity by one person through speech is called speech impact. The power of language and speech is studied in the context of modern linguistics.

Advertisement should not only attract people's attention, but also convince them. Therefore, in this context, we need a mechanism for spreading texts that can quickly affect the listener, reader or observer and explain what is important and useful for them. Advertising texts is an effective way to impact a person's speech.

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<sup>23</sup> Ўзбек тилининг изоҳли луғати. 3-жилд. – Тошкент: Ўзбекистон, 2020. – Б-53.

<sup>24</sup> Виноградов, В.В. Проблемы русской стилистики: Сб. статей / В.В. Виноградов. - М.: Высш. шк., 1981. - 320 с.

Texts are sometimes expressed in action and events, the main part of which is the image of informational texts, which are very popular today, animated, or in the form of audio and video. This type of text is more effective. In research, such texts are called creolized texts. Creole text consists of verbal and nonverbal parts, which are used in advertising, cartoons, movie posters and posters. In these texts, the verbal and visual components are inextricably linked - syncretic. Creole texts are widely used in advertisements and posters. Filling phrases with pictures and other visuals can increase the impact of advertising several times. Bright and large-scale pictures, music, running recordings increase the effectiveness of advertising, what has been proved with concrete examples in the dissertation.

## CONCLUSION

1. In modern communication system, the main means of impact is still speech. Methods of physical, political and social oppression are condemned all over the world. With the improvement of the internet and mobile means of communication, the ability to communicate has expanded and the impact of speech has increased. The issue of speech impact has been widely studied in world linguistics, especially in Russian linguistics. In Uzbek linguistics, the concept of speech impact and the linguistic possibilities, cognitive and pragmatic features of the means associated with it have not been specially analyzed, and have not been monographically, systematically scientifically examined.

2. In addition to the analysis of literary and journalistic texts, it is advisable to analyze them on the basis of various private discourses in order to obtain the necessary scientific conclusions on the application of speech in different fields. Speech acts, especially those that reflect court and investigative processes, serve as more effective material in this regard. Examples of dialogue in detective novels, the systematic analysis of the linguistic means used in them, in particular, proverbs, phrases, units of non-literary layer, help to reveal their specific cognitive-pragmatic features.

3. The social significance of psycholinguistic research is an important branch of applied linguistics. The results of the research in this area are needed in education, medicine, criminology, investigation, and litigation. In particular, psycholinguistic research should be conducted not only on the example of literary texts, but also in modern aspects in various discourses. Verbal impact on the individual is also essential for the spiritual and enlightenment spheres.

4. Selection of speech also has its own characteristics of speech; the speaker uses the necessary linguistic units, depending on the situation in which the speech is made. It is important to note that proverbs, aphorisms, and descriptive expressions can serve the same purpose in different speech situations, depending on the skill of the speaker. Vulgar words, as well as barbarism, which belong to the non-literary stratum, serve only for certain speech situations.

5. Speech impact is the main intention of communication. When the addressee conveys a certain message to the listener, the interlocutor, of course, along with the information, he also aims to have a certain psychological effect on them. In literary texts, especially detective stories, the main purpose of communication between the speaker and the listener is psychological impact.

6. In order to make an effective speech, it is necessary to use language units, to know their semantic, stylistic features, cognitive-pragmatic features, to systematically analyze the content of literary texts, which are the most effective speech, to determine the role of linguistic units in increasing speech effectiveness.

7. The effectiveness of speech depends on many factors. In particular, the reliability of the opinion, the secrecy, the evidence and the rationale, the accuracy of the examples given existing situation, and most importantly, the clarity and correctness of the statement ensure the effectiveness of communication between the speaker and the addressee.

8. It is important to create a mix of syncretic-linguistic and non-linguistic means to attract and convince people in advertising. Creole texts of this type have a much higher power.

9. One of the important conditions of achieving the desired level of verbal impact is the following factors of communication: the factor of adherence to the communicative norm, the factor of communication with the interlocutor, the factor of speech content, language design factor, communication style factor, message size factor, addressee factor. Linguistic conditions of manipulation include: polysemy; the power of language units, their scientific nature; ability to express implicit meaning in speech; the ability to act in an indirect sense.

10. Speech manipulation is the traditional mixing of information and thought; highlighting the topic; emotional pressure; sensationalism and urgency; decomposition; nonsense; unintelligible words; repetition; power coverage; offer; simplification; approval; It is emphasized that the activation of stereotypes includes, but is not limited to, the following methods: 1) deliberate denial of the intention of the interlocutor; 2) showing that the refusal is justified; 3) repetitions; 4) threat; 5) Require the addressee to voluntarily confirm their intentions: "right", "what do you say", "tell me" ... The range of these methods can be expanded.

11. The main difference between rhetorical speech and manipulation is that it is an open impact in which the addressee's views change consciously, not against his will. The distinguishing feature of propaganda is the existence of a specific idea that needs to be disseminated, the open, demanding nature of the flow of information, the emotional presentation. Propaganda, then, is the dissemination of any ideology in order to impact public opinion and behavior. The difference between manipulation and related events needs to be studied in depth.

12. In the lingua-poetic approach to the study of the text, first of all, the linguistic person is in the center of attention when analyzing the text from the psycholinguistic point of view. , lingua-poetic means are evaluated as a method of impact.

13. The description of the verbal impact of Internet communication is paradoxical, and this method of communication is much more effective in protecting against the use of pressure and force in face-to-face communication, even through correspondence and telephone conversations. If a conversation becomes dangerous, it is possible to stop it immediately and use the anonymity factor to avoid re-communication. Interlocutors have the opportunity to choose a place and situation that suits them. At the same time, the Internet has a number of shortcomings that increase the effectiveness of communication: the leadership of the communicator's own description, the need to take into account the time of the conversation, the ability to connect in several directions at once allow the conversation to be almost continuous This will undoubtedly have a negative impact on the social characteristics, health and mental state of Internet users.

14. Because of the complexity of the mechanisms of speech, it is the subject of research in various disciplines - psychology, sociology, political science, law, advertising, semiotics, linguistics, and others.

**НАУЧНЫЙ СОВЕТ PhD.03/30.12.2019.Fil.60.02  
ПО ПРИСУЖДЕНИЮ УЧЁНОЙ СТЕПЕНИ  
ПРИ АНДИЖАНСКОМ ГОСУДАРСТВЕННОМ УНИВЕРСИТЕТЕ**

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**АНДИЖАНСКИЙ ГОСУДАРСТВЕННЫЙ УНИВЕРСИТЕТ**

**КУРБАНОВ ЭЛБЕК ЭЛМУРОДОВИЧ**

**КОГНИТИВНО-ПРАГМАТИЧЕСКИЕ ОСОБЕННОСТИ РЕЧЕВОГО  
ВОЗДЕЙСТВИЯ**

**10.00.11 – Теория языка. Практическая и компьютерная лингвистика**

**АВТОРЕФЕРАТ ДИССЕРТАЦИИ  
ДОКТОРА ФИЛОСОФИИ (PhD) ПО ФИЛОЛОГИЧЕСКИМ НАУКАМ**

**Андижан – 2022**

**Тема диссертации доктора философии по филологическим наукам (PhD) зарегистрирована в Высшей аттестационной комиссии при Кабинете Министров Республики Узбекистан за номером B2018.4.PhD/Fil676.**

Диссертация выполнена в Андижанском государственном университете.

Автореферат диссертации на трех языках (узбекском, английском, русском (резюме)) размещён на веб-странице Андижанского государственного университета ([www.adu.uz](http://www.adu.uz)) и Информационно-образовательном портале «Ziyonet» ([www.ziyonet.uz](http://www.ziyonet.uz))

**Научный руководитель:** **Рустамов Дилшодбек Абдувахидович**  
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**Ведущая организация:** **Кокандский государственный педагогический институт**

Защита диссертации состоится «\_\_» \_\_\_\_\_ 2022 года в \_\_:\_\_ часов на заседании Научного совета PhD.03/30.12.2019.Fil.60.02 при Андижанском государственном университете. (Адрес: 170100, Андижан, улица Университет, дом 129. Тел: 0 (374) 2238814; факс: 0 (374) 2238830; e-mail: [agsu\\_info@edu.uz](mailto:agsu_info@edu.uz))

С диссертацией можно ознакомиться в Информационно-ресурсном центре Андижанского государственного университета (зарегистрирована за №\_\_\_\_).

Автореферат диссертации разослан «\_\_» \_\_\_\_\_ 2022 года.

(Протокол-реестр рассылки №\_\_ от «\_\_» \_\_\_\_\_ 2022 года.)

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## **ВВЕДЕНИЕ (аннотация кандидатской диссертации)**

**Целью исследования** является определение когнитивно-прагматических особенностей речевого воздействия.

**В качестве объекта исследования** были выбраны современные средства массовой информации, фразеологизмы, рекламные тексты, а также тексты социальных сетей.

**Предметом исследования** являются когнитивно-прагматические особенности языковых единиц, вызывающие речевое воздействие.

**Научная новизна исследования состоит в следующем:**

определено что в формировании речи, в зависимости от выразительного потенциала узбекского языка, по значимости на первом месте стоит языковая возможность, на втором экстралингвистическое обеспечение процесса общения, на третьем обогащение паралингвистическими средствами;

доказано, что узбекские лингвистические ценности включают в себя ключевые элементы, такие как убеждение, предложение и внушение;

выявлены национально-культурные, фонопрагматические и лексико-прагматические возможности прогнозирования эффекта речевого воздействия, представления его в будущих речевых ситуациях;

основаны когнитивно-прагматические возможности языковых единиц, участвующих в построении диалога, обладающих специфической силой речевого воздействия, особенности использования тропов в речевом воздействии, а также использования фразеологических, паремиологических средств в речевом воздействии.

**Внедрение результатов исследований.** На основании проведенного исследования на тему «когнитивно-прагматические особенности речевого воздействия»:

из научных выводов по таким вопросам, как национально-культурные, фонопрагматические и лексико-прагматические возможности прогнозирования эффекта речевого воздействия, представления его в будущих речевых ситуациях использованы Департаментом по вопросам духовности и развития государственного языка Кабинета Министров Республики Узбекистан при изучении социолингвистических и психолингвистических особенностей судебной речи (справка Департамента по вопросам духовности и развития государственного языка Кабинета Министров Республики Узбекистан от 2 ноября 2021 года № 30/1-3850). В результате выявляется практическая эффективность тех или иных языковых единиц в процессе речевого воздействия;

результаты исследований по таким вопросам, как что в формировании речи, в зависимости от выразительного потенциала узбекского языка, по значимости на первом месте стоит языковая возможность, на втором экстралингвистическое обеспечение процесса общения, на третьем обогащение паралингвистическими средствами, были использованы в инновационных научных проектах на тему: «Создание учебного корпуса

узбекского языка» АМ-ФЗ-201908172, проводимых Ташкентским государственным университетом узбекского языка и литературы (справка Ташкентского государственного университета узбекского языка и литературы от 19 января 2022 года № 15-85). В результате выявляется практическая эффективность тех или иных языковых единиц в образовательном процессе;

результаты исследований по таким вопросам, как функциональные аспекты, конкретная роль речевого воздействия в языковой культуре, особенности массового речевого воздействия, процесса общения, выявление особенностей речевого взаимодействия языковых единиц, а также методических, содержательных особенностей когнитивно-прагматических дифференцированных единиц, были использованы в проектах в рамках государственных фундаментально-исследовательских программ на тему «Разработка методов и методологии формирования массовой языковой культуры» от-Ф1-18, проведенных в Андижанском государственном университете в 2017-2020 годах (справка Андижанского государственного университета от 5 марта 2022 года № 39-08-545). В результате была обеспечена теоретическая основа рекомендаций проекта по конкретным дискурсам формирования массовой речевой культуры;

результаты исследований по таким вопросам, как структурные и функциональные особенности, особенности речевого воздействия на судебное разбирательство, различия в речи участников судебного процесса, гендерные особенности процесса общения, раскрытие особенностей языкового менталитета, а также методологические, содержательные особенности социально отличительных единиц в процессе общения, были использованы в проектах в рамках государственных программ прикладных исследований на тему ПЗ-20170926286 «Узбекская практическая судебная Лингвистика», проведенных в Андижанском государственном университете в 2018-2020 годах (справка Андижанского государственного университета от 5 марта 2022 года № 39-08-544). В результате выявляется практическая эффективность тех или иных языковых единиц в процессе речевого воздействия;

на основе анализа психолингвистических факторов речевого воздействия и научного обоснования различных аспектов высокоэффективных методов воздействия на человека, Национальная телерадиокомпания Узбекистана приступила к подготовке радиопередач «образование и развитие», «ораторское искусство», «литературный процесс», подготовленных редакцией «культурно-просветительские и художественные трансляции» телерадиоканала ДМ «Узбекистан» (в течение 2020-2021 года). (Справка Национальной телерадиокомпании Узбекистана от 12 января 2022 года № 04-36-70). В результате были проанализированы психолингвистические особенности речевого воздействия на радиослушателей посредством эфира, обеспечен критерий научности в получении информации об общих и специфических аспектах рекламных

текстов и духовно-просветительских телерадиопередач, а также их влиянии на зрителя.

**Структура и объём диссертации.** Диссертация состоит из введения, трёх глав, заключения и списка использованной литературы. Общий объём диссертации составляет 136 страниц.

**E'LON QILINGAN ISHLAR RO'YXATI**  
**СПИСОК ОПУБЛИКОВАННЫХ РАБОТ**  
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3. Kurbanov E.E. The power of language and speech in movement: speech effects and its classifications // International Journal of Progressive Sciences and Technologies (IJPSAT) // ISSN:2509-0119 – Spain VOLUME 23. №1 2020. – P. 403-406 (SJIF Impact Factor: 6.662) <https://ijpsat.ijsht-journals.org/index.php/ijpsat/article/view/2278>

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**II bo'lim (Часть II; Part II)**

8. Kurbanov E.E. Reklama – nutqiy ta'sir omili sifatida / Academic Research in Educational Sciences (ARES), 3(1) – P. 824-829. (SJIF Impact Factor: 5.7) <https://doi.org/10.24412/2181-1385-2022-1-824-829>

9. Kurbanov E.E. Nutqiy ta'sirda noverbal vositalarning ahamiyati // Nutq madaniyati va o'zbek tilshunosligining dolzarb masalalari. Xalqaro ilmiy-amaliy konferensiyasi materiallari. – Andijon, 2021. – B. 131-135.

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