

**ANDIJON DAVLAT CHET TILLARI INSTITUTI
HUZURIDAGI ILMIY DARAJALAR BERUVCHI
DSc.03/2025.27.12.Fil.32.02. RAQAMLI ILMIY KENGASH**

ANDIJON DAVLAT CHET TILLARI INSTITUTI

TULANBAYEVA SHAXNOZAXON SHAVKATBEKOVNA

**MANIPULYATIV NUTQIY TA’SIRNING SEMANTIK-PRAGMATIK
VA FUNKSIONAL JIHATLARI TADQIQI**

10.00.11 – Til nazariyasi. Amaliy va kompyuter lingvistikasi

**FILOLOGIYA FANLARI bo’yicha falsafa doktori (PhD) dissertatsiyasi
AVTOREFERATI**

**Filologiya fanlari bo‘yicha falsafa doktori (Phd) dissertatsiyasi
avtoreferati mundarijasi**

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Philological Sciences**

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AVTOREFERATI**

Filologiya fanlari bo'yicha falsafa doktori (PhD) dissertatsiyasi mavzusi O'zbekiston Respublikasi Oliy ta'lim fan va innovatsiyalar vazirligi huzuridagi Oliy attestatsiya komissiyasida B2024.4.PhD/Fil5442 raqami bilan ro'yxatga olingan.

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KIRISH (falsafa doktori (PhD) dissertatsiyasi annotatsiyasi)

Dissertatsiya mavzusining dolzarbligi va zaruriyati. Jahon tilshunosligining dolzarb vazifalaridan biri muloqot jarayonida nutqiy ta'sir tamoyillarining faollashuvi bilan bog'liq murakkab masalalarga yangicha ilmiy yondashuvlarni ishlab chiqishdan iboratdir. Shu nuqtai nazardan, zamonaviy tilshunoslikning yetakchi yo'nalishlaridan bo'lgan psixolingvistika va pragmatolingvistika nutqiy ta'sirning lingvistik tabiatini, uni yuzaga keltiruvchi omillarni hamda til birliklarining turli kommunikativ sharoitlarda voqelanish xususiyatlarini aniqlashga qaratilgan tadqiqotlarning ahamiyatini oshirmoqda. Shu jihatdan, nutq orqali auditoriyaning fikri, qarori va xulq-atvoriga ta'sir ko'rsatish imkonini beruvchi manipulyativ mexanizmlarni o'rganish zamonaviy lingvistik izlanishlarning muhim yo'nalishlaridan biri sifatida e'tiborga olinmoqda.

Dunyo tilshunosligida yetakchi ilmiy paradigmalarda muloqot jarayonlarining illokutiv xususiyatlari hamda unda til birliklarining faollashuvi semantik-pragmatik va strategik nuqtai nazardan keng tadqiq etilmoqda. Biroq manipulyativ nutqiy ta'sirning turli diskurs turlarida namoyon bo'lishi, uning semantik-pragmatik va funksional xususiyatlari, shuningdek, assertiv va direktiv nutqiy aktlar orqali amalga oshish mexanizmlari yetarli darajada tizimli o'rganilmagan. Shu bois manipulyativ strategiyalarni lingvistik jihatdan kompleks tahlil qilish, ularning kognitiv-funksional asoslarini aniqlash hamda retsipientga ta'sir ko'rsatish imkoniyatlarini ochib berish mazkur yo'nalishdagi tadqiqotlarning dolzarbligini belgilaydi.

Mamlakatimizda so'ngi yillarda ijtimoiy hayotda yuz berayotgan tub o'zgarishlar ilm-fanning barcha sohasida bo'lganidek, tilshunoslik yo'nalishlarida ham o'z aksini topmoqda. Zero, hozirgi zamon tilshunosligi uchun lisoniy-nutqiy jarayonlarni tizimli ravishda zamonaviy tamoyillar tatbiqida tadqiq etish, jahon fanida amalda bo'lgan ilg'or g'oyalarni ijodiy o'zlashtirish tajribasi shakllanib bormoqda. Xususan, «O'zbekiston Respublikasi Oliy ta'lim tizimini 2030 yilgacha rivojlantirish konsepsiyasini tasdiqlash to'g'risida»gi Farmonda «xalqaro tajribalardan kelib chiqib, oliy ta'limning ilg'or standartlarini joriy etish, jumladan, o'quv dasturlarida nazariy bilim olishga yo'naltirilgan ta'limdan amaliy ko'nikmalarni shakllantirishga yo'naltirilgan ta'lim tizimiga bosqichma-bosqich o'tish»¹ masalasining kun tartibiga qo'yilganligi ham zamonaviy tilshunoslik sohasini innovatsion yondashuvlar bilan boyitib borish va manipulyativ nutqiy ta'sir kabi murakkab lingvistik hodisalarni chuqur o'rganish zaruratini yanada kuchaytiradi.

O'zbekiston Respublikasi Prezidentining 2022-yil 28-yanvardagi PF – 60-son «2022-2026-yillarga mo'ljallangan Yangi O'zbekistonning taraqqiyot strategiyasi to'g'risida»gi Farmoni, 2019-yil 8-oktabrdagi PF-5847-son «O'zbekiston Respublikasi oliy ta'lim tizimini 2030-yilgacha rivojlantirish konsepsiyasini tasdiqlash to'g'risida»gi Farmoni hamda 2017-yil 20-apreldagi PQ – 2909-son «Oliy ta'lim tizimini yanada rivojlantirish to'g'risida»gi Qarori, 2018-yil 5-

¹ O'zbekiston Respublikasi Prezidentining 2019 yil 8 oktyabrdagi PF-5847sonli “O'zbekiston Respublikasi oliy ta'lim tizimini 2030 yilgacha rivojlantirish konsepsiyasini tasdiqlash to'g'risida”gi Farmoni. // Xalq so'zi, 09.10.2019. № 209 (7439).

iyundagi PQ-3775-son «Oliy ta'lim muassasalarida ta'lim sifatini oshirish va ularning mamlakatda amalga oshirilayotgan keng qamrovli islohotlarda faol ishtirokini ta'minlash bo'yicha qo'shimcha chora-tadbirlar to'g'risida»gi Qarori, 2021-yil 19-maydagi "O'zbekiston Respublikasida xorijiy tillarni o'rganishni ommalashtirish faoliyatini sifat jihatdan yangi bosqichga olib chiqish chora tadbirlari" to'g'risidagi PQ-5117-son Qarori va mazkur faoliyatga tegishli boshqa me'yoriy huquqiy hujjatlarda belgilangan vazifalarni amalga oshirishda ushbu tadqiqot ishi muayyan darajada xizmat qiladi.

Tadqiqotning respublika fan va texnologiyalari rivojlanishining ustuvor yo'nalishlariga mosligi. Dissertatsiya tadqiqoti respublika fan va texnologiyalar 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. Nutqiy ta'sir vositalari va manipulyativ diskurs – tilshunoslikka oid tadqiqotlarda bahstalar masalalardan biridir. Nutqiy ta'sir vositalarining ilk o'rganilishi klassik ritorika davri, xususan, Aristotelning "Ritorika" asariga borib taqaladi. Xususan, Aristotel logos (mantiqiy asos), pathos (emotsional ta'sir), va ethos (so'zlovchining statusi) kabi muloqotni shakllantiruvchi asosiy vositalarni tavsiflaydi. O'rta asrlar Yevropa uyg'onish davriga kelib, faylasuflar nutqiy ta'sir vositalarining mantiqiy va psixologik jihatlarini o'rganishda davom etdilar. XX asrga kelib tilshunoslikning antroposentrik paradigmalarga o'tishi, sotsiologiya, psixologiya va ommaviy kommunikatsiya sohalarining ham rivojlanishi asnosida nutqiy ta'sir vositalarining o'rganilishi yangi bosqichga ko'tarildi. J.Ostin, J.Syori, P.Grays, J.Lakoff, N.Xomskiy, singari yetuk olimlar qatorida L.Kummings, X.Xaverkate, V.Eskandel, R.Fuyentes, I.P.Susov, V.V.Bogdanov, G.G. Pocheptsov, Sh. Safarov, M. Hakimov va boshqalarning ishlarini alohida qayd etish kerak².

Mamlakatimiz tilshunoslari tomonidan manipulyativ nutqiy ta'sirning nazariy va metodologik asoslari turli lingvistik prizmalarda tahlil etib kelinmoqda. Jumladan, kommunikativ tilshunoslik, psixopragmatika va nutq aktlari nazariyasi doirasidagi izlanishlar til birliklarining muloqotdagi illokutsion va perlokutsion funksiyalarini, ularning kommunikativ kontekstdagi voqelanish xususiyatlarini

² Остин Дж.Л. Слово как действие //Новое в зарубежной лингвистике. Вып. 17. Теория речевых актов. – М.: Прогресс, 1986. – С. 22-130.; Серль Дж.Р. Классификация иллокутивных актов // Новое в зарубежной лингвистике. Вып. 17. Теория речевых актов. – М.: Прогресс, 1986. – С. 170-194; Grice H.P. Logic and conversation // Syntax and semantics. Vol.3: Speech acts. – New York: Academic Press, 1975. – P. 45-58; Cummings L. Pragmatics. A Multidisciplinary Perspective. – Edinburgh: Edinburgh University Press, 2005. –P. 336 .; Haverkate H. Aproximaciones pragmalingüísticas al español. – Amsterdam: Ediciones Rodopi, 1993. – P.149.; Escandell V., María V. Introducción a la pragmática. – Barcelona: Ariel, 1999. – 278 p.; Fuentes R.C. Lingüística pragmática y análisis del discurso. Serie Bibliotheca Philologica. – Madrid: Arco Libros, 2000. –P. 415.; Gil J.M. Introducción a las teorías lingüísticas del siglo XX. – Buenos Aires: Ed. Melusina, 1999. – P.310.; Сусов И.П.. Лингвистическая прагматика. – Вниизда: «НоваКнига», 2009. – С. 272.; Богданов В.В. Речевое общение. Прагматические и семантические аспекты. – Л.: ЛГУ, 1990. – С. 88 .; Почепцов Г.Г. Коммуникативные аспекты семантики. – Киев: Вища Школа, 1987. – С.131.; Сафаров Ш. Прагмалингвистика. – Т.: Ўзбекистон миллий энциклопедияси, 2008. –Б.286.; Ҳақимов М. Ўзбек прагмалингвистикаси асослари. – Т.: Akademnashr, 2013. – Б. 176.

chuqurroq o'rganish imkonini bermogda. Hozirgi davrda ayniqsa, nutqiy ta'sir mexanizmlarini yuzaga chiqaruvchi semantik-pragmatik va kognitiv tuzilmalar, shuningdek, strategik-kommunikativ vositalarning faoliyat mexanizmini ochib berishga alohida e'tibor qaratilmoqda.

Shu bilan birga, manipulyativ nutqiy ta'sirning tilshunoslikda yetarlicha chuqur nazariy asosga ega bo'lishi uchun uning funksional, pragmatik va kommunikativ xususiyatlarini turli diskurs sharoitida tahlil qilish, nutqda faollashuviga sabab bo'luvchi lingvistik va ekstralingvistik omillarni aniqlash dolzarb vazifa bo'lib qolmoqda. Bu borada olib borilgan mavjud tadqiqotlar ayrim tor kontekstlarda o'rganilgan bo'lib, bu masalani kompleks va tizimli yondashuv asosida ilmiy tahlil etilishini talab etadi. Aynan shu holat mazkur tadqiqotning zaruriyatini va uning til nazariyasi doirasida olib borilishini asoslab beradi.

Dissertatsiya tadqiqotining dissertatsiya bajarilgan oliy ta'lim muassasasining ilmiy tadqiqot ishlari rejalari bilan bog'liqligi. Mazkur dissertatsiya Andijon davlat chet tillari institutining ilmiy-tadqiqot ishlari rejasiga muvofiq "Til va madaniyat integratsiyasi asosida xorijiy tillar ta'limining barqaror rivojlanish modeli: lingvistik, filologik, lingvodidaktik va raqamli yondashuvlar" konsepsiyasidagi ilmiy tadqiqotlar doirasida bajarilgan.

Tadqiqotning maqsadi manipulyativ nutqiy ta'sirning kommunikativ – strategik jihatlarini va uni nutqda faollashtiruvchi verbal va noverbal vositalarning semantik va pragmatik xususiyatlarini ochib berishdan iborat.

Tadqiqotning vazifalari:

tilshunoslikda manipulyativ nutqiy ta'sir ustida olib borilgan tadqiqotlarga oid ilmiy qarashlarni o'rganish, nazariy asoslarini aniqlash;

manipulyativ nutqiy ta'sirni voqelantiruvchi verbal va noverbal vositalarning semantik, leksik-stilistik hamda funksional-pragmatik xususiyatlarini aniqlash;

manipulyativ ta'sir voqelanishini ta'minlovchi muloqot strategiyalari ko'lamini tizimlashtirish;

manipulyativ nutqiy ta'sirning assertiv va direktiv nutqiy aktlar doirasida faollashuvi va unda namoyon bo'ladigan kommunikativ-pragmatik jihatlarini ochib berish.

Tadqiqotning obyektini manipulyativ nutqiy ta'sirni voqelantiruvchi lisoniy va nolisoniy vositalar, ularning muloqot madaniyati va kommunikativ strategiyalar doirasida faollashuvi tashkil etadi.

Tadqiqotning predmeti manipulyativ nutqiy ta'sirni ifodalovchi birliklarning funksional va semantik-pragmatik xususiyatlari.

Tadqiqotning usullari. Tadqiqotda tasnifiy va tavsifiy tahlil, semantik-funksional hamda statistik tahlil, sotsiolingvistik va nutqiy faoliyatning intensional tahlili usullaridan foydalaniladi.

Tadqiqotning ilmiy yangiligi quyidagilardan iborat:

manipulyatsiya kompleks yondashuv asosida yashirin psixologik va kommunikativ ta'sir jarayoni, nafaqat manipulyator manfaatiga xizmat qiluvchi, balki ba'zi ijtimoiy, pedagogik yoki tarbiyaviy kontekstlarda manipulyatsiya qilinuvchi manfaatlariga ham mos kelishi mumkin bo'lgan murakkab nutqiy hodisa ekanligi asoslab berilgan;

manipulyativ ta'sirni voqelantiruvchi verbal va noverbal vositalarning turli diskurslarda funksional hamda semantik-pragmatik moslashuvchanligi aniqlanib, leksik-stilistik, fonatsion (intonatsiya, nutq sur'ati, tembr) va kinetik (imo-ishora, mimika, gavda harakati) vositalarning manipulyativ strategiyalarni shakllantirishdagi o'рни hamda auditoriyaga ta'sir kuchini oshirishdagi integrallashgan usuli ochib berilgan; stilistik troplarning (metafora, epitet, taqqoslash, mubolag'a, allyuziya) manipulyativ ta'sirdagi nisbatlari statistik jihatdan asoslangan;

manipulyativ strategiyalar uch yirik yo'nalish asosida: 1) intellektga yo'naltirilgan taktikalar (yolg'on argumentatsiya, yolg'on analogiya, avtoritet illyuziyasi, faktlarni selektiv ta'kidlash, tanlovdagi erkinlik illyuziyasi, terminologik bosim, diqqatni chalg'itish); 2) irodaga yo'naltirilgan taktikalar (takrorlash orqali ongga singdirish, stereotiplarni faollashtirish); 3) hissiyotga yo'naltirilgan taktikalar (qo'rqitish, tahdid, masxara, aybdorlik hissi, rahm-shafqat uyg'otish, dialog illyuziyasini yaratish, maqtov-kompliment, "o'zimiz-begona" oppozitsiyasini shakllantirish va yorliq yopishtirish) asosida tasniflanishi isbotlangan;

manipulyativ nutqiy ta'sirning diskursga bog'liq xususiyatlari hamda uning assertiv (xabar berish, tasdiqlash, baholash) va direktiv (buyruq berish, undash, iltimos, maslahat berish) nutqiy aktlarida faollashish darajasi aniqlanib, ushbu aktlarning muloqot jarayonidagi pragmatik vazifalari tahliliy materiallar asosida ochib berilgan.

Tadqiqotning amaliy natijalari quyidagilardan iborat:

manipulyativ ta'sirni ifodalovchi vositalarning funksional-pragmatik jihatlari ochib berilgan hamda nutqiy faoliyat sharoitida turli lingvomadaniyat vakillarining dunyoqarashi va o'zaro munosabatlariga xos sotsiopragmatik xususiyatlarni tahlil qilish imkoniyatlari asoslab berilgan;

manipulyatsiyaning muloqot muhitida voqelanishini ta'minlovchi lingvistik va ekstralingvistik omillarning strategik palitrada aniqlanishi, nafaqat shaxslararo, balki institutsional va madaniyatlararo muloqot ko'nikmalarini chuqur o'rganish uchun yangi ilmiy-nazariy asos yaratilgan;

shuningdek, ushbu omillarni tahlil qilishga yo'naltirilgan, manipulyativ ta'sir vositalarini anglash va ularning kommunikativ funksiyalarini baholash imkonini beruvchi amaliy metodika ishlab chiqilgan.

Tadqiqot natijalarining ishonchliligi mavzuning dolzarbligi va to'g'ri belgilangan rejasi, manipulyativ nutqiy ta'sirga oid nazariy qarashlarning chuqur o'rganilgani, yurtimiz hamda xorijdagi tilshunos olimlar fikrlariga tayanilgani, qo'llangan metodlar – nutqiy aktlar nazariyasi, pragmatik, kognitiv yondashuvlarning ilmiy asoslanganligi, OAK tasarrufidagi jurnallar hamda xalqaro nashrlarda e'lon qilingan maqolalar orqali tasdiqlangani, xulosa va tavsiyalarning amaliyotga tatbiq etilgani bilan izohlanadi.

Tadqiqot natijalarining ilmiy va amaliy ahamiyati. Tadqiqot natijalarining ilmiy ahamiyati shundaki, unda manipulyativ nutqiy ta'sir strategiyalari va ularni ifodalovchi lisoniy hamda nolisoniy vositalarning funksional va pragmatik xususiyatlari tahlil qilinadi. Ushbu tahlillar muloqotda kommunikativ intensiyani aniqlash, samarali strategiya tanlash tamoyillari, shuningdek, psixopragmatik va

diskursiv mexanizmlarni yoritishda muhim nazariy asos bo'lib xizmat qiladi. Olingan natijalar pragmatolingvistika, psixolingvistika va diskurs tahlili yo'nalishlarida olib boriladigan tadqiqotlarni ilmiy jihatdan boyitadi.

Tadqiqotning amaliy ahamiyati esa manipulyativ nutqiy ta'sirga oid tahliliy materiallardan filologik ta'lim yo'nalishlarida – “Pragmatolingvistika”, “Kommunikativ tilshunoslik”, “Matn tahlili”, “Nutq madaniyati” kabi fanlarda o'quv qo'llanmalar, darsliklar, ma'ruza matnlari yaratishda hamda izohli lug'atlar tuzishda foydalanish imkoniyati bilan belgilanadi. Shuningdek, dissertatsiya natijalari manipulyativ strategiyalarning muloqotdagi funksional mexanizmlarini o'rganishga qaratilgan amaliy kurslar va ilmiy seminarlar uchun manba bo'la oladi.

Tadqiqot natijalarining joriy qilinishi. Manipulyativ nutqiy ta'sirning lingvopragmatik xususiyatlari, uni yuzaga keltiruvchi strategiyalar va verbal hamda noverbal vositalarning diskursga bog'liq holda faollashuvi bo'yicha olingan ilmiy natijalar asosida:

manipulyativ ta'sirni voqelantiruvchi verbal va noverbal vositalarning turli diskurslarda funksional hamda semantik-pragmatik moslashuvchanligi aniqlanib, leksik-stilistik, fonatsion (intonatsiya, nutq sur'ati, tembr) va kinetik (imo-ishora, mimika, gavda harakati) vositalarning manipulyativ strategiyalarni shakllantirishdagi o'rni hamda auditoriyaga ta'sir kuchini oshirishdagi integrallashgan usuli, shuningdek, stilistik troplarning (metafora, epiteta, taqqoslash, mubolag'a, allyuziya) manipulyativ ta'sirdagi nisbatlari statistik jihatdan asoslangan dissertatsiyadagi ilmiy xulosalar “№ IL-402104213. O'zbek tilida elektron lingvistik ensiklopedik lug'at ishlab chiqish” davlat innovatsion tadqiqot loyihasi doirasida loyiha materiallarini shakllantirish jarayonida qo'llanilgan (Andijon davlat universitetining 2024-yil 24-apreldagi 39-01-488-son ma'lumotnomasi);

manipulyativ strategiyalarning uch yirik yo'nalish asosida, ya'ni intellektga yo'naltirilgan taktikalar (yolg'on argumentatsiya, yolg'on analogiya, avtoritet illyuziyasi, faktlarni selektiv ta'kidlash, tanlovdagi erkinlik illyuziyasi, terminologik bosim, diqqatni chalg'itish), irodaga yo'naltirilgan taktikalar (takrorlash orqali ongga singdirish, stereotiplarni faollashtirish) hamda hissiyotga yo'naltirilgan taktikalar (qo'rqitish, tahdid, masxara, aybdorlik hissi, rahm-shafqat uyg'otish, dialog illyuziyasini yaratish, maqtov-kompliment, “o'zimiz–begona” oppozitsiyasini shakllantirish va yorliq yopishtirish) asosida tasniflanishi isbotlangan ilmiy natijalar Andijon davlat universitetida bajarilgan “OT-F1-18. Ommaviy lisoniy madaniyatni shakllantirish metodlari va metodologiyasini ishlab chiqish” mavzusidagi davlat fundamental tadqiqot loyihasi doirasida loyihani amalga oshirish jarayonida tatbiq etilgan (Andijon davlat universitetining 2024-yil 24-apreldagi 39-01-489-son ma'lumotnomasi);

manipulyatsiya yashirin psixologik va kommunikativ ta'sir jarayoni sifatida talqin qilinib, uning faqat manipulyator manfaatiga yo'naltirilgan hodisa emas, balki ijtimoiy-ma'rifiy kontekstda auditoriya manfaatlariga ham mos kelishi mumkin bo'lgan murakkab nutqiy hodisa ekanligi ilmiy jihatdan asoslab berilgan, shuningdek manipulyativ nutqiy ta'sirning diskursga bog'liq xususiyatlari hamda uning assertiv (xabar berish, tasdiqlash, baholash) va direktiv (buyruq berish,

undash, iltimos, maslahat berish) nutqiy aktlarida faollashish darajasi aniqlangan. Mazkur ilmiy xulosalar O‘zbekiston Milliy teleradiokompaniyasining “O‘zbekiston 24” ijodiy birlashmasi tomonidan 2025-yil may–iyun oylarida tayyorlangan “Ta’lim va taraqqiyot” hamda “Adabiy jarayon” eshittirishlari ssenariylarini ishlab chiqishda amaliyotga tatbiq etilib, eshittirishlar mazmunini shakllantirishda ushbu nutqiy aktlarning muloqot jarayonidagi pragmatik vazifalari hisobga olingan holda dissertatsiyada asoslangan nazariy xulosalarning amaliy qo‘llanilishi ta’minlandi (O‘zbekiston Milliy teleradiokompaniyasi “O‘zbekiston 24” ijodiy birlashmasining 2025-yil 26-iyundagi 05-09-1027-son ma’lumotnomasi).

Tadqiqot natijalarining aprobatsiyasi. Mazkur tadqiqot natijalari yuzasidan 2 ta xalqaro va 3 ta respublika miqyosidagi ilmiy-amaliy anjumanlarda ma’ruza qilingan.

Tadqiqot natijalarining e’lon qilinganligi. Dissertatsiya mavzusi bo’yicha jami 10 ta ilmiy ish, jumladan, O‘zbekiston Respublikasi Oliy attestatsiya komissiyasi tomonidan doktorlik dissertatsiyalari asosiy natijalarini chop etish tavsiya etilgan ilmiy jurnallarda 5 ta (xorijiy nashrlarda 3 ta) maqola nashr etilgan.

Dissertatsiyaning tuzilishi va hajmi. Dissertatsiya kirish, uch bob, xulosa, foydalanilgan adabiyotlar ro’yxati va ilovadan iborat, dissertatsiyaning hajmi foydalanilgan adabiyotlar ro’yxati va ilovadan tashqari 156 sahifani tashkil etadi.

DISSERTATSIYANING ASOSIY MAZMUNI

Tadqiqotning **kirish** qismida tanlangan mavzuning dolzarbligi va zarurati asoslangan, tadqiqotning maqsadi va vazifalari, obyekt va predmetlari tavsiflangan, mavzuning respublika fan va texnologiyalarni rivojlantirishning ustuvor yo‘nalishlariga mosligi ko‘rsatilgan, tadqiqotning ilmiy yangiligi va amaliy natijalari bayon qilingan, olingan natijalarning ilmiy va amaliy ahamiyati ochib berilgan, tadqiqot natijalarini amaliyotga joriy qilish, nashr etilgan ishlar va dissertatsiya tuzilishi bo’yicha ma’lumotlar keltirilgan.

Birinchi bob “**Manipulyativ nutqiy ta’sir lingvistik tadqiqot kesimida: nazariy asoslar**” deb nomlangan bo‘lib, unda manipulyatsiyaning tilshunoslikdagi o‘rni, uning boshqa nutqiy ta’sir shakllari bilan bog‘liqligi, shuningdek, assertiv va direktiv aktlar orqali voqelanishiga oid nazariy qarashlar tahlil etiladi.

Inson tomonidan aytilgan har qanday so‘z muayyan ta’sir kuchiga ega bo‘lib, muloqot jarayonida bu ta’sirdan qochib bo‘lmaydi. Til inson tafakkuri va ongining muhim komponenti sifatida nafaqat axborotni uzatadi, balki uni shakllantirish va boshqarish qudratiga ham ega.

Ushbu jarayon qadim zamonlardan buyon ilmiy, falsafiy va diniy manbalarda keng yoritilgan. Jamiyat taraqqiyoti davomida odamlarni boshqarish va ularga ta’sir o‘tkazish zarurati nutqiy ta’sir nazariyasining shakllanishiga olib keldi. Bu jarayonga siyosiy, iqtisodiy, psixologik va kommunikativ omillar sabab bo‘ldi. Natijada zamonaviy lingvistika doirasida nutqiy ta’sir nazariyasi shakllandi. Jumladan, I.A. Sternin bu fanni insonning muayyan kommunikativ sharoitda eng samarali ta’sir o‘tkazish usulini tanlash san’ati sifatida ta’riflaydi. Uning fikriga

ko'ra, suhbatdosh va muloqot sharoitiga qarab turli nutqiy ta'sir usullarini to'g'ri uyg'unlashtirish orqali eng samarali natijaga erishish mumkin³.

Tadqiqotchilar nutqiy ta'sirning uchta asosiy farqlovchi xususiyatini ajratib ko'rsatadilar: birinchidan, u *ongli ravishda amalga oshiriladi* va maqsadga yo'naltirilgan bo'ladi; ikkinchidan, *auditoriyaga bevosita ta'sir ko'rsatishga qaratilgan*; uchinchidan, *tinglovchining kognitiv yoki xulqiy faoliyatida o'zgarish sodir bo'lishiga olib keladi*. Ushbu mezonlar yordamida nutqiy ta'sir boshqa ta'sir shakllaridan farqlanadi.

Nutqiy manipulyatsiya fenomenining lingvistik jihatdan aniqlanishi hozirgi kungacha ilmiy bahs-munozaralarga sabab bo'lib kelmoqda. Ba'zi tilshunolar manipulyatsiyani nutqiy ta'sirning maxsus ko'rinishi deb hisoblasa, boshqalar manipulyatsiyani mustaqil va teng maqomdagi hodisa sifatida talqin qiladilar. Ushbu tadqiqotda esa manipulyatsiyaga nutqiy ta'sirning tarkibiy turi sifatida qarash nuqtai nazari yoqlanadi, sababi u asosan ta'sir ko'rsatish orqali amalga oshadi.

I.A. Sterninning fikriga ko'ra, nutqiy ta'sir suhbatdoshni o'z fikrini ochiq va ongli ravishda qabul qilishga undaydigan muloqot shakli bo'lsa, manipulyatsiya esa adresatni o'z fikriga zid qaror qabul qilish yoki muayyan harakatni bajarishga undashni ko'zlaydi⁴.

G.A. Kopnina esa manipulyativ nutqiy ta'sirning asosiy mexanizmi sifatida muloqotning yashirin maqsadga yo'naltirilganligi va lingvistik jihatdan noaniqlik yaratish orqali amalga oshirilishini ta'kidlaydi⁵. U nutqiy manipulyatsiyaning eng muhim xususiyatlarini quyidagicha ajratib ko'rsatadi: ma'lumotni buzib ko'rsatish, semantik o'zgarishlar qilish, psixologik ta'sir ko'rsatish va muqobil tanlovni cheklash⁶. Bu yondashuv manipulyatsiyaning lingvistik jihatlariga e'tibor qaratib, uning til orqali amalga oshirilish mexanizmlarini ochib beradi.

Manipulyatsiyaning mazmun-mohiyatini chuqurroq anglash maqsadida uning asosiy xususiyatlari tizimli tarzda tahlil qildik (1-ilovaga qarang). Bu jadval psixologik, lingvistik va kommunikativ nuqtai nazardan manipulyatsiya mexanizmlarining ko'p qirraliligini aniq aks ettiradi va tadqiqot natijalarini konseptual umumlashtirish imkonini beradi.

Manipulyatsiyaning mohiyatini yoritishda E.Shostrom manipulyatsiyani insonlar o'rtasidagi interaktiv munosabatlarda yashirin nazorat qilish vositasi sifatida baholaydi. Uning yondashuvi manipulyatsiyaning axloqiy va psixologik oqibatlariga e'tibor qaratib, uni ko'pincha insonlararo munosabatlarda salbiy konnotatsiyaga ega jarayon sifatida ko'rsatadi. P.B.Parshin esa manipulyatsiya atamasining o'zini ham manipulyativ deb hisoblaydi, chunki u odatda baholovchi

³ Стернин И. А. Введение в речевое воздействие – Воронеж: Истоки, 2001. – 252 с.

⁴ Стернин И. А. Введение в речевое воздействие – Воронеж: Истоки, 2001. – 252 с.

⁵ Копнина Г. А. Повтор / Г. А. Копнина // Эффективное речевое общение (базовые компетенции) : словарь-справочник / под ред. А.П. Сковородникова. – Красноярск : Изд-во Сибирского федерального университета, 2012. – С. 458–459.

⁶ Копнина Г. А. Повтор / Г. А. Копнина // Эффективное речевое общение (базовые компетенции) : словарь-справочник / под ред. А.П. Сковородникова. – Красноярск : Изд-во Сибирского федерального университета, 2012. – С. 458–459. Копнина Г. А. Речевое манипулирование : учеб. пособие. – М. : Флинта, 2012. – С. 24.

ohangda ishlatiladi va salbiy ma'noda qo'llanadi⁷. G.Shiller uni "ijtimoiy nazorat va boshqarish mexanizmi" deb ta'riflaydi⁸, V.P.Sheynov esa manipulyatsiyani "insonni yashirin boshqarish va uning irodasiga zid ravishda amalga oshiriladigan ta'sir turi bo'lib, manipulyatorga bir tomonlama manfaat keltiradi" deb tushuntiradi⁹. Uning ta'kidlashicha, "manipulyatsiya – bu yashirin boshqaruvning bir turi bo'lib, manipulyatorning shaxsiy manfaatlarini ko'zlaydi va qurboniga moddiy yoki psixologik zarar yetkazadi"¹⁰.

Biroq, kuzatishlarimizga ko'ra, bu fenomen faqat salbiy qirra bilan chegaralanib qolmasligi lozim. Ilmiy adabiyotlarda manipulyatsiyaning inson manfaatiga xizmat qilishi mumkin bo'lgan holatlari ham tilga olinadi. Xususan, E.L. Dotsenko manipulyatsiyaning ijtimoiy kontekstdagi ijobiy ko'rinishlariga e'tibor qaratib, uni yaqin insonlarni yomon odatlardan voz kechishga undash vositasi sifatida ko'rsatadi¹¹. Shuningdek, D.R. Drozdova manipulyatsiyaning pedagogik jarayonda o'quvchilar motivatsiyasini oshirish va didaktik samaradorlikka erishish vositasi sifatida o'rganilishini ta'kidlaydi¹². Bu fikrlarning umumiy xulosasi shuki, manipulyatsiya inson manfaatiga, uning rivojlanishiga yo'naltirilgan holatda ham mavjud bo'lishi mumkin.

O'zbek tilshunosligida nutqiy ta'sirning lingvopragmatik jihatlari S. Mo'minov, D. Rustamov, Sh. Alpanova, D. Mamirova va E. Qurbonov tadqiqotlarida yoritilgan bo'lib, ular muloqot xulqi, ruhiy holatlarning nutqda aks etishi hamda ta'sirchan birliklarning kognitiv-pragmatik talqinlarini tahlil qilgan¹³.

Yuqorida ko'rib o'tilgan tahlillarni umumlashtirgan holda, tadqiqotchilarning aksariyati manipulyatsiyani odatda salbiy konnotatsiyada, ya'ni bir tomonlama manfaatni ko'zlash va boshqaruv vositasi sifatida tavsiflashadi. Ba'zi yondashuvlarda esa manipulyatsiyaning ijobiy yoki neytral vazifalarini tan olish holatlari mavjud bo'lsa-da, bu holatlar ko'proq sharh yoki kontekstual izohlarda ifodalanadi, to'liq ta'rif shaklida esa aks ettirilmaydi. Bizning fikrimizcha, manipulyatsiya inson nutqiy faoliyatining ajralmas qismi sifatida ko'rib chiqilishi va uni baholashda kontekst, maqsad hamda natija omillariga e'tibor qaratilishi lozim. Ayniqsa, ma'lum kommunikativ vaziyatlarda manipulyatsiya inson manfaatiga xizmat qiladigan, ijtimoiy yoki pedagogik jihatdan foydali jarayon

⁷ Паршин П. Б. Речевое воздействие : основные формы и разновидности // Рекламный текст : семиотика и лингвистика / Ю. К. Пирогова, А. Н. Баранов, П. Б. Паршин [и др.]. – М. : Издат. дом Гребенникова, 2000. – С.57.

⁸ Шиллер Г. Манипуляторы сознанием / пер. с англ., науч. ред. Я. Н. Засурский. – М.: Мысль, 1980. – 326 с.

⁹ Шейнов В. П. Скрытое управление человеком – Минск : АСТ, Харвест, 2008. – С. 3.

¹⁰ Шейнов В. П. Искусство управлять людьми – Мн.: Харвест, 2004. – С. 3–4.

¹¹ Доценко Е.Л. Психология манипуляции: феномены, механизмы и защита. – М.: ЧеРо, Издательство МГУ, 1997. – С. 59.

¹² Дроздова Д. Р. Вербальные способы реализации манипулятивных стратегий в академическом дискурсе // Филологические науки. Вопросы теории и практики. – Тамбов: Грамота, 2015. № 11 (53). – С. 95–99.

¹³ Мўминов С. Ўзбек мулоқот хулқининг ижтимоий-лисоний хусусиятлари – Фарғона, 2021. – 224 б.; Рустамов Д. Мулоқотнинг интралингвистик ва экстралингвистик талқинлари ҳамда замонавий концепциялари. Филология фанлари доктори (DsC) диссертацияси автореферати – Андижон, 2021 – 66 б.; 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.; Mamirova D. Reklama matnlarining o'ziga xos xususiyatlariga doir ayrim mulohazalar/ Xorijiy filologiya. – Samarqand, 2021. – B.24-27; Курбонов Э.Э. Нутқий таъсир этишининг кognитив-прагматик хусусиятлари // фил. фан. бўйича фалсафа д-ри. илмий даражасини олиш учун ёзилган дисс. – Андижон, 2022. – 136 б.

bo'lishi mumkinligi e'tibordan chetda qolmasligi kerak. Shu tufayli tadqiqotimizda, manipulyatsiya tushunchasiga yanada kengroq va chuqurroq yondashuv taklif qilamiz: ***“Manipulyatsiya – bu yashirin psixologik va kommunikativ ta'sir ko'rsatish jarayoni bo'lib, unda manipulyator suhbatdoshning ong osti jarayonlariga bilvosita ta'sir o'tkazish orqali uning fikrlash tizimi, xatti-harakatlari va qaror qabul qilish jarayonini o'z manfaatlariga mos ravishda boshqaradi. Bunda inson o'zini nazorat qilayotgandek his qilsa-da, aslida manipulyatsiya jarayonini to'liq anglamaydi yoki umuman sezmaydi. Garchi manipulyatsiya ko'pincha ta'sir ko'rsatuvchi shaxsning manfaatlariga xizmat qilsa-da, ba'zi ijtimoiy yoki pedagogik vaziyatlarda ta'sir qilinayotgan insonning o'zi uchun ham manfaatli bo'lishi mumkin”***. Shu orqali, manipulyatsiya tushunchasiga yondashuvni tor negizdan keng ijtimoiy-kommunikativ platformaga olib chiqish maqsad qilingan.

Bobning ikkinchi bo'limi “Nutqiy manipulyatsiyaning boshqa ta'sir shakllari bilan o'zaro bog'liqligi” deb nomlanib, manipulyatsiyaning “ishontirish”, “ongga singdirish”, “dalillash”, “tashviqot” va “yashirin boshqaruv” tushunchalari bilan bog'liqligi hamda ularning farqli jihatlari tahlil qilinadi. Nutqiy manipulyatsiya inson ongi va xatti-harakatlariga ta'sir o'tkazuvchi murakkab kommunikativ hodisa bo'lib, u boshqa turli ta'sir ko'rsatish usullari bilan chambarchas bog'liq.

Ishontirish va manipulyatsiya lingvistik va psixologik ta'sir mexanizmlariga ega bo'lib, ularning asosiy farqlari yetakchi tadqiqotchilar tomonidan keng o'rganilgan. Ishontirish insonning ongi va tanqidiy tafakkuriga murojaat qilish orqali amalga oshirilsa, manipulyatsiya, aksincha, ko'pincha yashirin ta'sir usullariga asoslanadi va retsipyentning mustaqil qaror qabul qilish imkoniyatlarini cheklaydi¹⁴. Bu jihatdan ishontirish mantiqiy va ratsional argumentlarga tayanadi, manipulyatsiya esa ko'proq psixologik usullardan foydalanadi.

Ongga singdirish ishontirishdan farqli o'laroq manipulyativ nutqiy ta'sirning psixologik shakli bo'lib, unda axborotning mantiqiy asoslari va isbotlash zarurati minimal darajaga tushiriladi¹⁵. Bu jarayonda axborot shaxsning emotsional qabul qilish xususiyatlari, hissiyotlari va instinktlariga bevosita ta'sir qiladi. Ongga singdirish odatda mantiqiy dalillarsiz amalga oshadi, bu esa tinglovchining fikr yuritish jarayonini cheklaydi¹⁶.

Argumentatsiya – insonni ma'lum bir fikr yoki pozitsiyani qabul qilishga undaydigan mantiqiy va ratsional ta'sir vositasi hisoblanadi. Bu jarayonda so'zlovchi o'z pozitsiyasini dalillar, faktlar va mantiqiy asoslar yordamida isbotlashga intiladi. Ba'zan, argumentatsiya ishontirish bilan sinonim sifatida ishlatilsa-da¹⁷, u aslida mustaqil tushuncha bo'lib, ritorika nuqtai nazaridan inson tafakkuriga ta'sir etish vositasi sifatida qoraladi¹⁸. Argumentatsiyaning asosiy

¹⁴ Иссерс О. С. Коммуникативные стратегии и тактики русской речи – М.: Едиториал УРСС, 2008. – С. 38.

¹⁵ Владимирова, М. Б. Трансформация массового сознания под воздействием СМИ (на примере российского телевидения): монография. – М.: ФЛИНТА: Наука, 2011. – С. 47.; Куликов В. Н. Психология внушения: учебное пособие. – Иваново, 1978. – С. 26,79.

¹⁶ Куликов В. Н. Психология внушения: учебное пособие. – Иваново, 1978. – 128 с. – С. 26.

¹⁷ Сидоренко Е. В. Тренинг влияния и противостояния влиянию. – СПб.: Речь, 2004. – С. 74.

¹⁸ Анисимова Т.В., Гимпельсон Е.Г. Современная деловая риторика: учеб. пособие. – М.: Изд-во Моск. психолого-соц. ин-та, 2004. – С. 64.

maqsadi – tinglovchini mustaqil ravishda ma'lum bir fikr yoki qarorga kelishga undashdir. Ushbu jarayonda asosiy omil – argumentlarning haqqoniyligi va ularning mantiqiy asoslanganligidir. Fikrlarni asoslash va ularni tasdiqlash orqali tinglovchi mustaqil xulosa chiqarishga undaladi.

Yashirin boshqaruv va manipulyatsiya o'rtasidagi asosiy farq maqsad va metodlar bilan bog'liq ekanligini ko'rish mumkin. Agar manipulyatsiya shaxsning ongini o'z manfaati yo'lida boshqarishga qaratilgan bo'lsa, yashirin boshqaruv ba'zan jamiyat yoki shaxsning umumiy foydasi uchun ham qo'llanilishi mumkin. Shu bilan birga, manipulyatsiya har doim maxfiy bo'lib, jabrlanuvchi uning ta'siriga tushayotganini sezmaydi. Shu sababli, yashirin boshqaruv, ayniqsa ommaviy kommunikatsiya va siyosat sohalarida, murakkab va ko'p qirrali fenomen sifatida o'rganilishi lozim.

Tashviqot va manipulyatsiya ko'plab o'xshash jihatlariga ega bo'lsa-da, ularning maqsadi va qo'llash usullari biroz farq qiladi. Agar manipulyatsiya yashirin va individuallikni cheklovchi bo'lsa, tashviqot ommaga qaratilgan va ideologik asosga ega bo'ladi hamda tashviqotning asosiy xususiyatlari uning ochiq xarakterga egaligi, tajovuzkor ta'sir usullari va auditoriyaga kuchli emotsional ta'sir ko'rsatish qobiliyatidir.

Bobning uchinchi fasli "Nutqiy aktlar nazariyasi: assertiv va direktivlarning manipulyativ-persuaziv tabiati"ni o'rganishga bag'ishlangan. Til inson faoliyatining ajralmas qismi bo'lib, u faqatgina axborot almashinuvi vositasi emas, balki kommunikativ strategiyalar orqali maqsadga yo'naltirilgan ta'sir vositasidir. Zamonaviy lingvistik tadqiqotlarda til statik tizim sifatida emas, balki harakatda bo'lgan dinamik fenomen sifatida o'rganiladi¹⁹. Har qanday nutqiy faoliyat muayyan motivlar asosida shakllanib, maqsadga erishish yo'lida muayyan strategiyalarni qo'llashni talab qiladi²⁰. Nutqiy aktlar nazariyasi manipulyativ kommunikatsiyani tushunishda muhim o'rin tutadi.

Assertiv aktlarning manipulyativ xususiyati, avvalo, so'zlovchining haqiqatni qanday taqdim etishi bilan bog'liq. So'zlovchi voqealarni real holatda yetkazmay, ularni o'z manfaatlariga mos ravishda taqdim qilishi mumkin. Masalan, ommaviy axborot vositalarida yoki siyosiy nutqlarda faktlar tanlab beriladi, shunda tinglovchi yoki auditoriya muayyan xulosa chiqarishga majbur bo'ladi²¹.

"Xona juda sovuq ekan". Bu misolda semantik jihatdan assertiv (bayonot), ammo pragmatik jihatdan direktiv (isitish tizimini yoqish kerak) kelgan. "Ko'pchilik bu mahsulotdan foydalangan". Bu gapda faqatgina fakt bayon qilinmoqda (assertiv), lekin bu mahsulot yaxshi va uni sotib olish kerak degan direktiv ma'no yashirin holda o'z aksini topgan.

Direktiv aktlar nutqiy aktlar tizimida so'zlovchining tinglovchiga ta'sir o'tkazish va uni muayyan harakatga undashga qaratilgan vositalaridan biri hisoblanadi²². Direktiv aktlarning samaradorligi ularning taqdim etilish uslubiga

¹⁹ Демин М.В. Природа деятельности – М. : Изд-во Моск. гос. ун-та, 1984. – С. 2.

²⁰ Почепцов О.Г. Основы прагматического описания предложения. – Киев: "Вища школа", 1986. –С. 3-4.

²¹ Падучева Е.В. Высказывание и его соотносительность с действительностью (референциальные аспекты семантики местоимений) – М.: Едиториал УРСС, 2002. – С. 21-24.

²² Searle J. R. Speech Acts: An Essay in the Philosophy of Language. – Cambridge: Cambridge University Press, 1969. – P. 203.

bog'liq bo'lib, ular buyruq, talab, maslahat, kinoya yoki iltimos shaklida ifodalanishi mumkin bo'ladi.

Assertiv va direktiv nutqiy aktlarning manipulyatsiyadagi o'rni tahlil qilinarkan, ularning o'zaro integratsiyasi orqali auditoriyani haqiqat illyuziyasi ostida muayyan harakatga undovchi mexanizm shakllanishi aniqlangan.

Ikkinchi bob **“Manipulyativ nutqiy ta'sirni ifodalovchi vositalarning semantik-pragmatik tahlili”** deb nomlanib, unda manipulyatsiyani voqelantiruvchi verbal va noverbal vositalarning mazmuniy hamda funksional xususiyatlari lingvopragmatik yondashuv asosida yoritiladi. Bobning birinchi bo'limi **“Manipulyativ nutqiy ta'sirni ifodalovchi fonatsion-kinetik vositalarning semantik-pragmatik tahlili”** deb nomlanib, fonatsion-kinetik qatlamga mansub birliklar – intonatsiya, pauza, temp, urg'u, tembr, shuningdek mimika va imoishoralar – auditoriya e'tiborini boshqarish, emotsional fon yaratish hamda muhim ma'lumotni ajratib ko'rsatishdagi roliga ko'ra tavsiflanadi. Tadqiqotda turli diskurslarda (siyosiy, media, reklama, maishiy, badiiy) mazkur vositalarning faollik darajasi va kontekstga moslashuvi solishtirilib, ularning lingvopragmatik imkoniyatlari umumlashtiriladi.

Tadqiqot natijalari manipulyativ nutqiy ta'sirning fonatsion-kinetik qatlamida intonatsiya eng faol vosita ekanini ko'rsatdi (48%). Pauza qo'llanilishi 25% ni tashkil etib, emotsional bosimni kuchaytirish va suhbatdoshning fikrlash jarayonini boshqarishda muhim rol o'ynaydi. Ovoz balandligining o'zgarishi 15% holatlarda, nutq tempining o'zgarishi esa 12% holatlarda kuzatilib, ular tinglovchi diqqatini boshqarish va psixologik holatga ta'sir o'tkazuvchi qo'shimcha vositalar sifatida namoyon bo'ladi.

Bundan tashqari, alliteratsion takror, assonans, paronimik attraksiya va qofiya kabi vositalar ritm yaratishga, e'tiborni jalb qilishga va auditoriyaning hissiy javobini kuchaytirishga yordam beradi.

Quyidagi misol intonatsiya vositasida manipulyatsiya qilishning yorqin namunasidir.

Sukut uzoqqa cho'zilgandan keyin Qurvonbibi endi bu safar jiddiy bir chehra bilan:

– *Nimaga indamaysiz? Xo'p, deng! Katta odam, uyat bo'ladi. Bir yaxshi xotinlari, bir otincha qizlari bor-ki... O'zlarini bo'lsa, o'zingiz bilasiz, – dedi.*

Sofi negadir:

– *Bilaman, Fitna, bilaman! – deb qo'yib, yana jim bo'ldi.*

Endi Qurvonbibi yana ham jiddiylashdi:

– ***Bo'lmasa, “yo'q”, deng. Saltanatxonga javob beray, ketsin! Azonda kelgan edi.***

Shundan keyin Sofining tili aylandi:

– *Shoshma, Fitna, “yo'q”, dema, mayli, bora qolsin (Kecha va Kunduz)*

Shunga o'xshash intonatsion manipulyatsiya siyosiy nutqlarda ham juda keng qo'llaniladi.

Psixolog Pol Ekman tadqiqotlarida pauzalar yolg'onning eng ko'p uchraydigan belgilaridan biri ekanligini ta'kidlaydi. Unga ko'ra, “Pauzalar haddan tashqari uzoq yoki juda tez-tez takrorlanadigan bo'lsa, shubha uyg'otadi. Ayniqsa,

savollarga javob berishdan oldin paydo boʻladigan pauzalar soʻzlovchining ishonchliligiga shubha uygʻotishi mumkin²³”.

– *Mama, wir ziehen doch nicht ins Siebenbürgen, oder?*

– *Nelly, wir wollten dir erstmal das Land zeigen und danach alles in Ruhe besprechen.*

– *Äh, wie krass ist das denn? Ich ziehe nie in dieses Land!*

– *Nelly, Rumänien ist total schön. Und die Leute sind nett. Und das wäre auch spannend für uns. Guter neuer Anfang. (Nellys Abenteuer, 2016).*

Ushbu misolda intonatsiya va nutq tempi manipulyatsiya vositasi sifatida ishlatilgan. Onaning soʻzlari har safar birmuncha pastroq va yumshoqroq ohangda aytilishi orqali qizining tashvishini kamaytirishga va uni ong ostida murosaga keltirishga urinish kuzatiladi. Nutq tempining pasayishi va ovozning pasayishi manipulyatsiyaning muhim usuli boʻlib, qabul qiluvchida bosimni kamaytirish va qarshilikni pasaytirish uchun ishlatiladi.

Bernard Shouning “Pygmalion” pyesasida Higgins tomonidan aytilgan jumla: *“If you’re naughty and idle, you will sleep in the back kitchen among the black beetles, and be walloped by Mrs. Pearce with a broomstick”*.

Bu jumlada “B” tovushining takrorlanishi (back kitchen, black beetles, broomstick) qattiqroq yangraydi va tanbeh ohangini kuchaytiradi. Bu yerda alliteratsiya tinglovchiga bosim oʻtkazish va ogohlantirish effektini hosil qilish uchun qoʻllanilgan. Qattiq “b” tovushi gapdagi agressivlik va jazolash tahdidini kuchaytirib, manipulyativ taʼsirni oshiradi.

Mazkur boʻlim asosida tuzilgan diagramma fonetik manipulyatsiya vositalarining tahlil qilingan misollardagi taqsimotini aks ettiradi (1-ildovaga qarang).

Manipulyatsiya murakkab jarayon boʻlib, uning tahlilida lingvistik omillar bilan bir qatorda, kontekst va noverbal vositalarning roli ham muhim ahamiyat kasb etadi. Muloqotda imo-ishoralar, mimika, poza va nigoh kabi noverbal elementlar tinglovchilarning qabul qilish jarayoniga sezilarli taʼsir koʻrsatadi.²⁴

Noverbal nutq elementlarining aksariyati ong ishtirokisiz yuz beradi, biroq yaxshi notiq ulardan muayyan maqsadlarda foydalanishi mumkin²⁵. Shaxslararo kommunikatsiya tadqiqotchisi Allan Piz statistik tahliliga koʻra, soʻzlar 35%, noverbal elementlar esa 65% taʼsir kuchiga ega ekanligini taʼkidlaydi²⁶. Merabiyon tadqiqotlarida esa bu nisbat quyidagicha aks etgan: 7% mazmun, 38% intonatsiya, 55% tana harakati²⁷.

– *Ich glaub’, ich werde keine gute Mutter.*

Menimcha, men yaxshi ona boʻla olmayman.

– *Was? Quatsch. Wie kommst du darauf?*

²³ Ekman P. Basic emotions // Handbook of Cognition and Emotion / Eds. T. Dalgleish, M. Power. – Chichester : John Wiley & Sons, 1999. – P. 45–60.

²⁴ Medina, J. *Key concepts in philosophy*. – London: Continuum, 2005. – 170 p.;

http://royallib.ru/read/allan_piz/yazik_telodvigeniy_kak_chitat_misli_okrugayushchih_po_ih_gestam.html#0

(murojaat qilingan sana: 2024 yil 08 mart)

²⁵ Эко У. Роль читателя. Исследования по семиотике текста. – М.: Симпозиум, 2005. – 502 с.

²⁶ http://royallib.ru/read/allan_piz/yazik_telodvigeniy_kak_chitat_misli_okrugayushchih_po_ih_gestam.html#0

(murojaat qilingan sana: 2024 yil 08 mart)

²⁷ Medina, J. *Key concepts in philosophy*. – London: Continuum, 2005. – 170 p.

Nima? Bekor gap! Nega bunday xulosaga kelding?

– Mir ist heute so was Schlimmes passiert. Ich sollte ganz kurz auf ein kleines Mädchen aufpassen...

Bugun juda yomon narsa bo'ldi. Men bir qizaloqqa bir muddat qarab turishim kerak edi...

– Hast du meine Autoschlüssel gesehen?

Sen mening mashina kalitimni ko'rdingmi?

– Ralph, die wäre fast wie überfahren worden, weil ich telefoniert hab wegen dieses Vettel-Interviews.

Ralf, u qizaloqni mashina bosib ketay dedi, chunki men telefonda Vettel bilan intervyu haqida gaplashayotgan edim.

– Es kann heute ein bisschen später werden. Wegen des Projekts.

Bugun loyihamiz sababli biroz kech qolishim mumkin.

– Sag mir mal, hörst du mir überhaupt zu?

Aytchi, sen meni eshityapsanmi o'zi?

– Ja, klar. Schatz, du machst dir einfach zu viele Sorgen. Du packst das schon.

Ha, albatta. Jonim, sen o'zingni bekorga qiynayapsan. Buni sen uddalay olasan.

Misol sifatida, “Ota bo‘lish baxti” (2013) filmida bosh qahramon qiz yaxshi ona bo‘la olishiga shubha qiladi va o‘z tashvishlarini yigitiga aytadi. Biroq yigit ishxonasida uchrashuvga shoshayotganligi sababli uni eshitmaydi, u faqat qizni xafa qilmaslik uchun qizning yelkasiga qo‘lini qo‘yib, ko‘zlariga tikiladi. Bu harakat tashqi tomondan dalda berishga o‘xshasa-da, aslida manipulyativ ta’sir kuchiga ega ekanligini yigitning so‘zlari emotsional kontekstga mos kelmaganini inobatga olganda juda yaxshi tushunamiz.

Dissertatsiyaning ikkinchi bobi ikkinchi bo‘limida “Manipulyativ nutqiy ta’sirni ifodalovchi leksik-stilistik vositalarning semantik-pragmatik xususiyatlari” tahlil qilingan. Ushbu bo‘limda leksik vositalar yagona tizim sifatida ko‘rib chiqilib, ular ekspressivlik, obrazlilik va konnotativ yuklama orqali manipulyativ maqsadga xizmat qilishi qayd etilgan.

Ekspressiv konnotatsiyaga ega bo‘lgan so‘zlar yoki matn qismlari so‘zlovchining ichki kechinmalarini aks ettiradi va shu orqali tinglovchida hissiy reaksiya uyg‘otadi. Ba’zan tashqi tomondan mantiqsiz yoki noo‘rin tuyulishi mumkin bo‘lgan iboralarning ishlatilishi – agar ular qabul qiluvchiga kuchli hissiy ta’sir ko‘rsatsa – nutqiy ta’sirning eng samarali usullaridan biri hisoblanadi. Bu hodisa leksik variatsiya deb ataladi. Bunday holatlarda, ijobiy yoki salbiy ma’no yuklangan so‘zlardan foydalanish ayniqsa ta’sirchan bo‘lishi mumkin.

“Oh, bother!” said the chief. “Cut his head off! I don’t care, and I don’t want proof”.

“Noble master,” said Ian na Sporran, “remember you are a just man, and your wife is beautiful”.

“Pest take the whole affair!” roared the chief, getting up. “I can’t even have my meals in peace! I suppose, then, I must. But whoever trifles with me now is a dead man!”

(*Scottish Fairy and Folk Tales*, 1901:165).

Bu parcha *The Faithful Purse-Bearer* ertagidan olingan bo'lib, ushbu holatga yorqin misol bo'la oladi. Yan-na-Sporran boshliqning qaroriga ta'sir o'tkazish uchun emotsional leksikani qo'llaydi: "*Oliyjanob boshliq*", "*Adolatli inson*" kabi epitetlar orqali u suhbatdoshining shaxsiy fazilatlariga murojaat qiladi va uni o'zini ijobiy obrazda ko'rishga undaydi. Boshliqning rafiqasini maqtab aytilgan "*Rafiqangiz go'zal*" iborasi esa hissiy ta'sir kuchini oshiradi.

Manipulyativ nutqiy ta'sirda leksik-stilistik vositalar muhim o'rin tutadi. Tadqiqot natijalari shuni ko'rsatdiki, eng faol qo'llanadigan birliklar stilistik troplar bo'lib, ular umumiy birliklarning 40% ini tashkil etadi. Metafora, epitet, taqqoslash, mubolag'a va allyuziya auditoriya ongida yangi assotsiativ bog'lanishlar hosil qilib, manipulyator pozitsiyasini mustahkamlaydi. Frazologizmlar va o'zlashma so'zlar (28%) esa zamonaviylik, yaqinlik va nutqning tabiiyligini kuchaytiradi. Ekspressiv leksika va baholovchi birliklar (20%) tinglovchida hissiy rezonans uyg'otib, manipulyativ ta'sirni kuchaytiradi, deytik birliklar (8%) esa "biz-ular" oppozitsiyasi orqali psixologik masofa yoki yaqinlikni belgilaydi. Evfemizm va disfemizmlar (4%) nutqning emotsional ohangini boshqarib, bir holatda vaziyatni yumshatadi, boshqa holatda keskinlashtirib ta'sirni kuchaytiradi. Anafora esa muhim fikrlarni takroriy urg'ulash orqali nutqqa dinamika beradi. Umuman olganda, leksik-stilistik resurslar manipulyativ nutqda nafaqat estetik bezak, balki ongga bevosita ta'sir ko'rsatuvchi samarali vositalar sifatida namoyon bo'ladi; mazkur nisbatlar esa ilovadagi 2-diagrammada aks ettirilgan.

Uchinchi bob "**Manipulyativ nutqiy ta'sir funksionalligining strategik tamoyillari tipologiyasi**" deb nomlanib, unda manipulyativ kommunikatsiya jarayonida qo'llaniladigan strategiyalar tizimli tarzda yoritilgan. J. Serl'ning nutqiy aktlar nazariyasiga tayanib, manipulyatsiyani faollashtiruvchi strategiyalar tasnifi ishlab chiqilgan hamda ular assertiv va direktiv nutqiy aktlar orqali amalga oshishi ko'rsatib berilgan. Shuningdek, bobda ushbu strategiyalarning siyosiy, reklama, maishiy va badiiy diskurslardagi voqelanish shakllari, ularning samaradorligi va kontekstga moslashuvi tahlil qilinadi.

Uchinchi bobning 1-bo'limi "Manipulyatsiyani nutqiy faollashuvini ta'minlovchi strategiyalarning tasnifi masalasi nutqiy aktlar palitrasida" deb nomlanib, manipulyativ kommunikatsiyaning umumiy modelini tavsiflab, keyingi boblarda manipulyatsiya strategiyalari va ularni amalga oshirish taktikalarining tahliliga asos yaratadi. Manipulyatsiya nutqiy ta'sirning murakkab va ko'p qirrali shakli bo'lib, u turli tillarda turlicha namoyon bo'ladi. Unga oid mavjud ta'riflar strategiya, taktika va usul tushunchalarining farqlari bilan bog'liq turlicha talqinlarni aks ettiradi.

Hozirgi kunda manipulyativ taktika va priyomlarni aniq chegaralash masalasida terminologik noaniqliklar mavjud. Chunki bir xil priyom turli taktikalar tarkibida qo'llanishi mumkin, shuningdek, bitta taktika turli priyomlar orqali nutqda ifodalanishi ehtimoli yuqori. Bu esa ularni qat'iy tasniflashni murakkablashtiradi.

Kommunikativ strategiya va taktikalarni o'rganishning asosiy qiyinchiliklaridan biri esa taktikalar nihoyatda xilma-xil bo'lib, ularni ko'pincha nutqiy aktlar majmuasi bilan tenglashtirish mumkinligidadir. Shu sababli, ularni aniq chegaralash va mustahkam tasnifga solish oson emas. Lingvistik adabiyotlar tahliliga asoslanib aytish mumkinki, manipulyativ strategiyalarni tasniflash va ularning tarkibiy taktik jihatlarini yoritishga qaratilgan turli yondashuvlar shakllanib bormoqda.

Strategiyalar va taktikalarning aniq shakllari manipulyatsiyaning ko'lamiga, ya'ni ommaviy, guruh va shaxslararo manipulyatsiya darajasiga qarab o'zgaradi. Ushbu nuqtai nazardan D. S. Naydina tomonidan ishlab chiqilgan manipulyativ strategiyalar tasnifi eng maqbul model sifatida tanlandi²⁸. Chunki D. S. Naydina strategiyalari aql-idrok, iroda va hissiyotlarga yo'naltirilgan manipulyativ strategiyalarga ajratilib, bu manipulyatsion ta'sir mexanizmlarini chuqurroq tahlil qilish imkonini beradi²⁹. Bundan tashqari ushbu tasnif universal bo'lib keng qamrovli yondashuv imkonini beradi.

Tadqiqotimizda D. S. Naydina yondashuvi nazariy asos sifatida qabul qilinib, uning negizida manipulyativ strategiyalarning mualliflik tasnifi ishlab chiqildi (Ilova 4-rasm). Ushbu tasnif intellekt, iroda va hissiyotga qaratilgan ta'sir yo'nalishlarini saqlagan holda, taktikalarning mazmuni va amaliy qo'llanilishidagi farqlari bilan ajralib turadi. Bu yondashuv siyosiy, reklama, OAV va maishiy diskurslarda uchraydigan manipulyativ strategiyalarni yanada aniqroq tahlil qilish imkonini berdi.

Aytish lozimki, mazkur tasnif yakuniy emas, chunki real nutq jarayonida bir nechta ta'sir obyektlari – intellekt, iroda va hissiyot – bir vaqtning o'zida faollashishi mumkin. Shu sababli guruhlash metodologik qulaylik yaratish maqsadida qo'llanilgan bo'lib, tizim ochiq va kengaytirishga mos holda talqin qilinadi.

Bobning ikkinchi bo'limi "Assertiv nutqiy aktlar vositasida voqelanuvchi manipulyatsiya strategiyalari funksional majmui", uchinchi bo'limi esa "Direktivlar asosida nutqqa ko'chuvchi manipulyatsiya strategiyalari funksional tizimi" deb nomlanib, unda assertiv aktlarning manipulyativ nutqdagi o'rni va imkoniyatlari yoritiladi. Unda assertivlar haqiqatni bayon qiluvchi nutqiy akt sifatida talqin qilinib, aynan shu ishonchlilik illyuziyasi ularning manipulyativ kuchini oshirishi asoslanadi. Siyosiy, media, reklama, badiiy va maishiy diskurslar materiali asosida assertiv aktlar faktlarni tanlab ko'rsatish, voqelikni qayta talqin qilish va auditoriya qarorlarini bilvosita boshqarish vositasi sifatida namoyon bo'lishi ko'rsatiladi. Direktiv aktlar esa auditoriyani bevosita yoki bilvosita harakatga undash orqali manipulyatsiya jarayonida alohida pragmatik kuchga ega bo'lib, buyruq, iltimos, maslahat va kinoya kabi shakllarning "erkin tanlov illyuziyasi"ni yaratish, bosimni yashirish va irodaviy qarorlarni yo'naltirishdagi ahamiyati ochib beriladi.

²⁸ Найдина Д. С. Метафора в процессах манипулирования в современном медиадискурсе (на материале тематического субдискурса «нефтегазовый бизнес»); дис. ... канд. филол. наук. – Томск, 2013. – 230 с.

²⁹ O'sha joyda.

Intelлектga ta'sir etuvchi manipulyatsiya insonning tafakkur, tushunish va bilim olish qobiliyatini nishonga oladi. Bunday usullar ko'pincha mantiqiy dalillar va statistik ma'lumotlarga tayangan holda, ilmiy haqiqatlar va raqamlar orqali "aniqlik" va "obyektivlik" illyuziyasini yaratadi. Shuningdek, noma'lum, ammo "mutaxassis" sifatida taqdim etilgan manbalarga murojaat qilish orqali axborot ishonchli ko'rinadi va tinglovchi uni shubhasiz, tekshirmasdan qabul qilishga moyil bo'ladi.

Yolg'on argumentatsiya – bu manipulyativ usul bo'lib, unda so'zlovchi ongli ravishda noaniq yoki noto'g'ri dalillar keltirish orqali tinglovchini chalg'itadi. Ushbu taktika turli xil kognitiv buzilishlar va mantiqiy xatolar yordamida amalga oshiriladi. Assertiv nutqiy aktlarning mohiyati so'zlovchining o'z bayonotini haqiqat sifatida taqdim etishiga asoslangan bo'lib, manipulyatorlar ushbu xususiyatdan foydalanib, yolg'on yoki noto'g'ri dalillarni haqiqat sifatida ko'rsatadilar. Siyosiy debatlarida *"Biz oxirgi 5 yil ichida 1 million yangi ish o'rni yaratdik"* kabi statistik ma'lumotlarning kontekstdan uzib taqdim etilishi, reklamalarda esa *"Mahsulot samaradorligi 90%"* kabi ochiq manbasi yo'q iddaolarning qo'llanilishi bunga misoldir. Shuningdek, *"Moskvada yiliga 3,5 mln tonna chiqindi hosil bo'ladi va faqat 1% qayta ishlanadi"* kabi bayonotlarda *"1%"* iborasi dramatik ko'rinish yaratib, auditoriyani tezkor xulosaga undaydi. Tadqiqot natijalari shuni ko'rsatadiki, yolg'on argumentatsiya assertiv akt orqali ifodalanganda manipulyativ ta'sir sezilarli darajada kuchayadi va ayniqsa siyosiy nutqlar hamda reklama matnlarida eng yuqori samaradorlikka erishadi.

Avtoritet illyuziyasidan foydalanish – bu manipulyativ taktikalardan biri bo'lib, unda shaxsiy fikr yoki pozitsiya ishonchli mutaxassis yoki ilmiy manba orqali asoslantiriladi. Bunday taktika, birinchidan, mahsulotni shaxsiy tajribaga emas, balki go'yoki ilmiy haqiqatga asoslangan tarzda taqdim etadi. Ikkinchidan, *"ekspertlar isbotladi"*, *"mutaxassislar tavsiya qiladi"*, *"tadqiqotlar ko'rsatdi"* kabi iboralar orqali mustaqil fikrlashdan chalg'itadi. Uchinchi jihat esa – obro'li tashkilot yoki muassasa nomidan foydalanish: masalan, *"Amerika kardiologlar assotsiatsiyasi tasdiqlagan"*, degan iboralar ishlatiladi, lekin mahsulot haqiqatan tasdiqlangani yoki yo'qligi ochiqlanmaydi.

Irodaga ta'sir etishga qaratilgan manipulyatsiya insonning qaror qabul qilish va harakatni tanlash mexanizmlarini nishonga oladi. Inson irodasi odatda shaxsiy qadriyatlar va tamoyillar asosida shakllanadi. Manipulyator esa, o'z navbatida, bu qadriyatlarni "kerakli yo'nalishga" burishga harakat qiladi. Buning uchun insonning tabiiy ehtiyojlari yoki istaklarini bostirish, o'rniga esa manipulyator tomonidan kerakli deb topilgan ehtiyoj va majburiyatlarni singdirish usullari qo'llaniladi.

Takrorlash orqali ishontirish inson tafakkuriga ta'sir o'tkazishning eng samarali usullaridan biri bo'lib, ma'lum bir axborotni qayta-qayta takrorlash orqali uni haqiqat sifatida qabul qildirishga asoslanadi. Ushbu taktika ommaviy axborot vositalari, siyosiy ritorika, reklama, kundalik kommunikatsiya va dezinformatsiya jarayonlarida keng qo'llaniladi. Tadqiqotlar shuni ko'rsatadiki, insonlar biror

ma'lumotga qancha ko'p duch kelsa, uni shunchalik haqiqat deb qabul qilish ehtimoli oshadi³⁰.

Stereotiplardan foydalanish manipulyativ ta'sir ko'rsatishning kuchli strategiyalaridan biri bo'lib, insonlar ongida allaqachon shakllangan tushunchalardan foydalangan holda ularning fikrini boshqarishga asoslanadi.

Hissiyotga ta'sir qilish orqali manipulyatsiya insonning emotsional holatidan foydalanib, uning qarorlari va xatti-harakatlariga ta'sir o'tkazishga qaratilgan strategiya sifatida keng o'rganiladi. Psixologiyada bu holat "affektiv javob" deb nomlanadi: inson hissiyotlarga javoban tezroq va ko'pincha reflektiv tarzda javob qaytaradi, bu esa manipulyatorga kerakli xatti-harakatlarni tezda shakllantirish imkonini beradi³¹.

Hissiyotga ta'sir qilish orqali manipulyatsiya qilish taktikalaridan biri *"o'zimiz-begona"* qarama-qarshiligini yaratish taktikasidir. Ushbu manipulyativ usul muayyan guruhni *"biz"* (ijobiy obraz) va *"ular"* (salbiy obraz) qutblariga ajratish orqali amalga oshiriladi. Siyosiy diskurs, ommaviy axborot vositalari va ijtimoiy harakatlarda bu usul keng qo'llanilib, guruhga mansublik hissini kuchaytirish va auditoriyani muayyan fikrni qabul qilishga undash uchun ishlatiladi.

"Yorliq yopishtirish" usuli manipulyatsiya qilishning eng samarali vositalaridan biri hisoblanadi. Yorliq – bu subyektiv ta'rif bo'lib, uning emotsional tuyg'u bilan to'ldirilganligi ma'lum, ammo obyektiv ma'lumotlarga asoslanmagan. Yorliq yopishtirish ikki asosiy shaklda namoyon bo'ladi: obro'ni to'kish (salbiy yorliq) va ideallashtirish (ijobiy yorliq).

OAV ushbu usulni manipulyativ maqsadlarga erishish uchun faol qo'llaydi. *"Yorliq yopishtirish usuli – bu g'oyalar, rejalar, shaxslarni diskreditatsiya qilish uchun salbiy mazmundagi so'zlarni qo'llash, ularga nisbatan tahlil yoki obyektiv baholamasdan, bir tomonlama fikr va his-tuyg'ularni yaratishdir"*³².

"Bu o'qituvchi bolalar uchun qahramon!", "Sen shunchaki dahosan!" kabilar ijobiy yorliq sifatida tinglovchida va unga nisbatan ijobiy taassurot uyg'otsa, *"U dangasa, hech qachon yaxshi natijaga erishmaydi."*, *"Bu bola qaysar, unga gapirish befoyda!"* kabi salbiy yorliqlar boshqalarda bu yorliq yopishtirilgan insonga nisbatan produtsent xohlagan salbiy fikrlarni shakllantiradi.

Tadqiqotda assertiv va direktiv nutqiy aktlar manipulyativ kontekstda qayta talqin qilindi. ***"Assertiv nutqiy akt – so'zlovchi tomonidan haqiqatga mosligi da'vo qilingan va ishonch bilan bildirilgan propozitsiyadir. Biroq, manipulyativ kontekstda bu aktlar auditoriyani chalg'itish maqsadida qo'llaniladi, bunda propozitsiya haqiqatga asoslanmasligi yoki so'zlovchining niyati (masalan, manfaat olish) da'voga zid bo'lishi mumkin."*** ***"Direktiv nutqiy akt esa – bu***

³⁰ Schwarz, N., Sanna, L. J., Skurnik, I., Yoon, C. Metacognitive experiences and the intricacies of setting people straight // *Advances in Experimental Social Psychology*. – 2007. – Vol. 39. – P. 127–161.

³¹ Forgas J. P. Don't worry, be sad! On the cognitive, motivational, and interpersonal benefits of negative mood // *Current Directions in Psychological Science*. – 2013. – Vol. 22, № 3. – P. 225–232.; Nabi R. L. Exploring the framing effects of emotion: Do discrete emotions differentially influence information accessibility, information seeking, and policy preference? // *Communication Research*. – 2003. – Vol. 30, № 2. – P. 224–247.

³² Булгакова, Н. Е. Словесные ярлыки как лексико-семантическое и лингвоэкологическое понятие // *Мир русского слова*. – 2012. № 2. – С. 42.

soʻzlovchi tomonidan tinglovchiga muayyan harakatni bajarishga qaratilgan pragmatik niyatni ifodalovchi nutq aktidir. Bunda soʻzlovchi oʻz ijtimoiy mavqeyi, emotsional taʼsir yoki kontekstual strategiyalar vositasida tinglovchining irodasini boshqarishga urinadi. Manipulyativ kontekstda esa, ushbu aktlar ochiq (buyruq, tahdid) yoki yopiq (bilvosita iltimos, konnotativ ishora) shakllarda boʻlib, tinglovchida erkin tanlov mavjuddek taassurot qoldirib, aslida uni manipulyator xohlagan harakatni amalga oshirishga yoʻnaltiradi". Assertiv aktlar koʻpincha haqiqat illyuziyasini shakllantirishda, direktiv aktlar esa harakatga undashda qoʻllanadi. Funksionallik nuqtai nazaridan, assertiv va direktiv aktlarning kombinatsiyasi auditoriyani manipulyatsiya qilishda qanday muhim rol oʻynashini koʻrsatish mumkin.

Tadqiqotda manipulyativ strategiyalarni kombinatsiyalash (masalan, takrorlash, qoʻrqitish, yorliq yopishtirish va stereotiplashning birgalikda ishlatilishi yoki aybdorlik hissi, rahm-shafqat va tanlovdagi erkinlik illyuziyasining uygʻunligi) manipulyativ taʼsir samaradorligini maksimal darajada oshirishi mumkinligi aniqlandi. Bunday yondashuv natijasida manipulyativ strategiyalar oʻzaro bogʻlangan, interaktiv tizim holida namoyon boʻladi.

XULOSA

Manipulyativ nutqiy taʼsirning turli diskurslardagi voqelanishi, uni ifodalovchi lingvistik vositalar tizimi va strategik xususiyatlarining chuqur tahlili asosida quyidagi ilmiy xulosalar chiqarildi:

1. Ushbu keng qamrovli tadqiqot manipulyativ nutqiy taʼsir fenomenining lingvistik, psixologik, kommunikativ va texnologik omillar integratsiyasidagi murakkab va koʻp qatlamli tabiati, shuningdek, uni nazariy va amaliy jihatdan chuqur tadqiq etish zarurligini yana bir bor tasdiqladi. Tadqiqot manipulyatsiyani faqat salbiy hodisa sifatida baholash yetarli emasligi, aksincha, u baʼzi ijtimoiy, pedagogik yoki tarbiyaviy kontekstlarda inson manfaatiga ham xizmat qilishi mumkin boʻlgan murakkab kommunikativ jarayon ekanligi asoslandi.

2. Manipulyatsiyaning evolyutsion shakllanishi qadimgi yunon ritorikasidan boshlab zamonaviy raqamli kommunikatsiya, sunʼiy intellekt va neyro-lingvistik dasturlash texnologiyalarigacha boʻlgan bosqichlarni qamrab olgani aniqlanib, bugungi axborot muhitida algoritmik filtrlar, maqsadli reklama, emotsional triggerlar kabi zamonaviy vositalar manipulyativ strategiyalarni yanada mukammallashtirdi va zamonaviy kommunikatsiya tizimining ajralmas qismiga aylantirdi.

3. Manipulyatsiyaning boshqa taʼsir shakllari bilan oʻzaro bogʻliqligini tahlil qilish orqali, uni ishontirish, ongga singdirish, argumentatsiya, propaganda va yashirin boshqaruv kabi usullardan farqlovchi belgilari aniqlashtirildi. Tadqiqot natijalari manipulyatsiyaning ochiq ishontirishdan farqli ravishda, koʻproq yashirinlik va auditoriya erkinligini cheklashga yoʻnaltirilganligini koʻrsatdi. Propaganda va singdirish bilan umumiyliklari mavjud boʻlsa-da, manipulyatsiya oʻzining yashirin strategik maqsadi bilan ajralib turadi.

4. Manipulyatsiya hodisasi ilmiy adabiyotlarda, ayniqsa, siyosiy, media va reklama diskurslarida keng yoritilgan bo'lsa-da, shaxslararo va maishiy nutq kontekstida hali yetarlicha o'rganilmagan. Mazkur tadqiqotda manipulyatsiyaning har ikki ko'rinishi – ommaviy va shaxslararo shakllari alohida e'tiborga olinib, ularning lingvistik, fonetik va noverbal ifodalanish xususiyatlari tizimli tarzda tahlil qilindi. Tadqiqotning asosiy maqsadi – turli diskurslarda uchraydigan manipulyativ ta'sir vositalarini aniqlash, ularning verbal va noverbal mexanizmlarini leksik, fonetik va pragmatik darajada tasniflashdan iborat bo'ldi.

5. Manipulyatsiya hodisasi nafaqat ommaviy, balki shaxslararo muloqot, reklama hamda badiiy narrativ diskurslar doirasida ham alohida ahamiyat kasb etgani aniqlandi. Inson bu turdagi ta'sir bilan turli ijtimoiy vaziyatlarda – rasmiy muloqotdan tortib, kundalik suhbatlargacha, madaniy yoki estetik matnlarni qabul qilish jarayonida ham duch keladi. Shuning uchun manipulyatsion ta'sir har doim ham bir yoqlama emas, balki kompleks va kontekstga bog'liq hodisa sifatida qaralishi lozim deb topildi.

6. Tadqiqot davomida assertiv va direktiv nutqiy aktlarga yangi nazariy tavsif berildi. Assertiv akt manipulyatsiya kontekstida haqiqat illyuziyasini yaratishda ishlatilsa, direktiv akt auditoriyani aniq harakatga yo'naltiruvchi mexanizm sifatida faoliyat ko'rsatadi. Bu ikki aktning integratsiyasi manipulyativ ta'sirni sezilarli darajada kuchaytirishini empirik ravishda tasdiqladi. Ayniqsa, assertiv akt orqali yaratilgan haqiqat illyuziyasi direktiv akt yordamida tinglovchini kerakli harakatga undash uchun yakuniy impuls bo'lib xizmat qilishi ochiqlandi.

7. Fonetik-kinetik va noverbal vositalarni tahlil qilish manipulyativ ta'sir mexanizmlarining yana bir qatlamini ochib berdi. Tadqiqot davomida fonetik vositalar orasida intonatsiya yetakchi o'rin egallab, tinglovchining diqqatini boshqarish va emotsional ta'sirni kuchaytirishda muhim rol o'ynashi ko'rsatib berildi. Pauza, temp va tembr esa ma'lumotni semantik va emotsional jihatdan to'liqroq yetkazishga xizmat qiladi. Jest va mimikalar orqali esa manipulyator tinglovchi bilan hissiy aloqa o'rnatadi.

8. Leksik-stilistik vositalar tahlilida stilistik troplar, jumladan, metafora, epitet, mubolag'a va taqqoslash manipulyativ strategiyaning eng faol qismini tashkil etgani aniqlandi. Tadqiqot natijalari shuni ta'kidladiki, stilistik troplar manipulyativ nutqiy ta'sirda eng samarali vosita bo'lib, umumiy leksik birliklarning 40 %ini tashkil etadi. Frazologizmlar va o'zlashma so'zlar 28 %, ekspressiv leksika va baholovchi birliklar 20 %, deysis birliklari 8 %, evfemizm va disfemizmlar esa 4 % ulush bilan keyingi o'rinlarda qayd etildi. Shuningdek, deysis, evfemizm va disfemizm birliklari kontekstual moslashuvchanlikni ta'minlab, auditoriyaning psixologik qabul qilish jarayoniga bevosita ta'sir ko'rsatishi aniqlandi. Ushbu vositalarning uyg'un qo'llanishi manipulyativ ta'sirning kuchayishiga olib kelishi kuzatildi.

9. Tadqiqot davomida manipulyativ strategiyalar turlari tizimli tarzda tasniflandi. Siyosiy va media diskurslarida – soxta argumentatsiya, stereotiplardan foydalanish, takrorlash va qo'rqitish strategiyalari; reklama va kino matnlarida – emotsional bog'liqlik yaratish, sun'iy ehtiyoj shakllantirish; maishiy va adabiy diskurslarda esa hissiy rishtalarga, iliqlikka va rahm-shafqatga tayangan

manipulyativ usullarning aniqlangani strategiyalar moslashuvchan va kompleks xususiyatga ega ekanligini tasdiqladi.

10. Tadqiqot shuni ko'rsatdiki, assertiv aktlar orqali haqiqat illyuziyasini yaratish, faktlarni manipulyatsion tarzda keltirish va auditoriya tafakkuriga bilvosita ta'sir o'tkazish keng tarqalgan taktikalardandir. Direktiv nutqiy aktlarda esa tinglovchini bevosita harakatga undash va tanlovdagi erkinlik illyuziyasini yaratish orqali manipulyativ maqsadga erishish asosiy taktika sifatida ajratildi. Direktiv aktlar kontekstga qarab ochiq buyruq yoki bilvosita ko'rsatma shaklida amalga oshiriladi.

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ANDIJAN STATE INSTITUTE OF FOREIGN LANGUAGES

TULANBAEVA SHAHNOZAHON SHAVKATBEKOVNA

**A STUDY OF THE SEMANTIC-PRAGMATIC AND FUNCTIONAL
ASPECTS OF MANIPULATIVE SPEECH INFLUENCE**

10.00.11 – Theory of language. Applied and computational linguistics

**ABSTRACT
of dissertation of doctor of philosophy (PhD) on PHILOLOGICAL SCIENCES**

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INTRODUCTION (Annotation of the dissertation of the Doctor of Philosophy (PhD))

The actuality and necessity of the dissertation topic. One of the urgent tasks of modern world linguistics is the development of new views and approaches aimed at solving the complex issues related to the activation of the principles of speech influence in communication. From this perspective, psycholinguistics and pragmalinguistics, as important branches of contemporary linguistics, demonstrate the significance of identifying the laws governing the functioning of speech influence and its related factors, as well as determining the peculiarities of the realization of linguistic units in communicative contexts. Research in these areas, by clarifying the communicative-pragmatic mechanisms of interpersonal interaction, reveals the importance of studying the principles of communicative success in speech situations.

In leading paradigms of world linguistics, the study of the illocutionary properties of communicative processes and the principles of activation of linguistic units within them from semantic-pragmatic and strategic perspectives is recognized as one of the most relevant directions. At the stage of globalization, processes associated with the transformation of institutional and interpersonal relations have brought to the fore the need to study cognitive-functional and semantic-pragmatic factors that determine the discursive manifestation of manipulative speech influence.

In recent years, profound changes in the social life of Uzbekistan have found their reflection in all spheres of science, including linguistics. For contemporary linguistics, it has become increasingly necessary to study linguistic-speech processes systematically, based on modern principles, and to creatively assimilate advanced ideas of world science. In particular, the Presidential Decree “On the Approval of the Concept for the Development of the Higher Education System of the Republic of Uzbekistan until 2030” emphasized the gradual transition from theory-oriented to practice-oriented education, thus demonstrating the necessity of enriching linguistics with innovative approaches¹.

This research is also aligned with the objectives defined in the Presidential Decree of the Republic of Uzbekistan No. PF-60 (January 28, 2022) “On the Development Strategy of New Uzbekistan for 2022–2026”, No. PF-5847 (October 8, 2019) “On the Approval of the Concept for the Development of the Higher Education System until 2030”, Resolution No. PQ-2909 (April 20, 2017) “On Further Development of the Higher Education System”, Resolution No. PQ-3775 (June 5, 2018) “On Additional Measures to Improve the Quality of Education in Higher Educational Institutions and Ensure Their Active Participation in Comprehensive Reforms”, and Resolution No. PQ-5117 (May 19, 2021) “On Measures to Bring the Process of Learning Foreign Languages in the Republic of Uzbekistan to a Qualitatively New Stage”.

¹ O‘zbekiston Respublikasi Prezidentining 2019 yil 8 oktyabrdagi PF-5847sonli “O‘zbekiston Respublikasi oliy ta’lim tizimini 2030 yilgacha rivojlantirish konsepsiyasini tasdiqlash to‘g‘risida”gi Farmoni. // Xalq so‘zi, 09.10.2019. № 209 (7439).

Correspondence of the research to the priorities of the development of science and technology of the Republic. The dissertation was carried out within the framework of the research concept “A Sustainable Development Model of Foreign Language Education Based on the Integration of Language and Culture: Linguistic, Philological, Linguodidactic and Digital Approaches,” in accordance with the research plan of Andijan State Institute of Foreign Languages.

Degree of scientific elaboration of the problem. Means of speech influence and manipulative discourse remain among the most debated issues in linguistic studies. The origins of studying speech influence go back to classical rhetoric, in particular Aristotle’s rhetoric, where he described *logos* (logical basis), *pathos* (emotional impact), and *ethos* (the speaker’s authority) as fundamental means of shaping communication. In the European renaissance, philosophers continued to study the logical and psychological aspects of speech influence. By the 20th century, with the shift of linguistics toward anthropocentric paradigms and the development of sociology, psychology, and mass communication, research on speech influence entered a new stage. Alongside eminent scholars such as J. Austin, J. Searle, P. Grice, J. Lakoff, and N. Chomsky, special mention should be made of L. Cummings, H. Haverkate, V. Escandell, R. Fuentes, I. P. Susov, V. V. Bogdanov, G. G. Pocheptsov, Sh. Safarov, M. Hakimov, and others².

Uzbek linguists have also analyzed the theoretical and methodological foundations of manipulative speech influence through various linguistic prisms. Research within communicative linguistics, psychopragmatics, and speech act theory has made it possible to explore more deeply the illocutionary and perlocutionary functions of linguistic units in communication and their realization in the communicative context. Today, particular attention is paid to uncovering the mechanisms of semantic-pragmatic and cognitive structures, as well as strategic-communicative means that generate speech influence.

At the same time, for manipulative speech influence to possess a sufficiently deep theoretical basis in linguistics, it is necessary to analyze its functional, pragmatic, and communicative features in different discourse conditions and to identify the linguistic and extralinguistic factors that activate it. Existing research in this field has been conducted mainly in narrow contexts, which underscores the need for a comprehensive and systematic approach. This fact justifies both the

² Остин Дж.Л. Слово как действие //Новое в зарубежной лингвистике. Вып. 17. Теория речевых актов. – М.: Прогресс, 1986. – С. 22-130.; Серль Дж.Р. Классификация иллокутивных актов // Новое в зарубежной лингвистике. Вып. 17. Теория речевых актов. – М.: Прогресс, 1986. – С. 170-194; Grice H.P. Logic and conversation // Syntax and semantics. Vol.3: Speech acts. – New York: Academic Press, 1975. – P. 45-58; Cummings L. Pragmatics. A Multidisciplinary Perspective. – Edinburgh: Edinburgh University Press, 2005. –P. 336.; Haverkate H. Aproximaciones pragmlingüísticas al español. – Amsterdam: Ediciones Rodopi, 1993. – P.149.; Escandell V., María V. Introducción a la pragmática. – Barcelona: Ariel, 1999. – 278 p.; Fuentes R.C. Lingüística pragmática y análisis del discurso. Serie Bibliotheca Philologica. – Madrid: Arco Libros, 2000. –P. 415.; Gil J.M. Introducción a las teorías lingüísticas del siglo XX. – Buenos Aires: Ed. Melusina, 1999. – P.310.; Сусов И.П.. Лингвистическая прагматика. – Виноград: «НоваяКнига», 2009. – С. 272.; Богданов В.В. Речевое общение. Прагматические и семантические аспекты. – Л.: ЛГУ, 1990. – С. 88.; Почепцов Г.Г. Коммуникативные аспекты семантики. – Киев: Вища Школа, 1987. – С.131.; Сафаров Ш. Прагмалингвистика. – Т.: Ўзбекистон миллий энциклопедияси, 2008. –Б.286.; Ҳақимов М. Ўзбек прагмалингвистикаси асослари. – Т.: Akademnashr, 2013. – Б. 176.

relevance of the present study and its implementation within the framework of the theory of language.

Relationship of the research with the research plans of the higher educational institution where the dissertation was completed. The present dissertation was completed in accordance with the research plan of the Andijan state institute of foreign languages within the framework of the projects “Topical issues of modern linguistics” and “From theoretical linguistics to applied linguistics.”

The aim of the research is to reveal the communicative-strategic aspects of manipulative speech influence and the semantic and pragmatic features of verbal and non-verbal means that activate it in discourse.

Research objectives:

- to study scholarly views on manipulative speech influence in linguistics and to identify their theoretical foundations;

- to determine the semantic, lexical-stylistic and functional-pragmatic characteristics of verbal and non-verbal means that actualize manipulative speech influence;

- to systematize the range of communicative strategies that ensure the realization of manipulative influence;

- to reveal the communicative-pragmatic aspects of manipulative speech influence manifested through its activation within assertive and directive speech acts.

The object of the research is the set of verbal and non-verbal means that realize manipulative speech influence and their activation within the framework of communicative culture and strategies.

The subject of the research is the functional and semantic-pragmatic features of the units expressing manipulative speech influence.

Research methods. The dissertation employs methods of classification and descriptive analysis, semantic-functional and statistical analysis, as well as sociolinguistic methods and intentional analysis of speech activity.

Scientific novelty of the research is as follows:

- manipulation has been substantiated as a complex speech phenomenon which, based on an integrated approach, represents a hidden psychological and communicative process of influence, serving not only the interests of the manipulator, but also, in certain social, pedagogical or educational contexts, potentially corresponding to the interests of the manipulated party;

- the functional and semantic-pragmatic adaptability of verbal and non-verbal means that realize manipulative influence in various types of discourse has been identified. The role of lexical-stylistic, phonational (intonation, speech rate, timbre), and kinetic (gestures, facial expressions, body movements) means in shaping manipulative strategies, as well as their integrated use in enhancing audience impact, has been revealed. The proportional use of stylistic tropes (metaphor, epithet, simile, hyperbole, allusion) in manipulative influence has been statistically substantiated;

it has been proven that manipulative strategies, within a unified framework, are classified into three major groups: intellectually oriented tactics (false argumentation, false analogy, illusion of authority, selective emphasis of facts, illusion of freedom of choice, terminological pressure, distraction), volitionally oriented tactics (internalisation through repetition and activation of stereotypes), and emotionally oriented tactics (intimidation, threat, mockery, inducing guilt, appeal to compassion, creation of an illusion of dialogue, praise and compliments, formation of the “in-group vs. out-group” opposition, and labelling);

the discourse-dependent characteristics of manipulative speech influence and the degree of its activation within assertive (informing, asserting, evaluating) and directive (ordering, urging, requesting, advising) speech acts have been determined. Based on analytical material, the pragmatic functions of these acts in the process of communication have been elucidated.

Practical results of the research are as follows:

the functional-pragmatic aspects of the means expressing manipulative influence have been clarified, providing opportunities to analyze sociopragmatic features characteristic of the worldview and interactional patterns of representatives of different linguocultures under communicative conditions;

the identification of linguistic and extralinguistic factors that actualize manipulation in communicative environments has created a new scientific-theoretical foundation for studying not only interpersonal but also institutional and intercultural communication skills;

furthermore, a practical methodology has been developed for analyzing these factors, enabling the recognition of manipulative means and the evaluation of their communicative functions.

The reliability of the research results is ensured by the topicality of the theme and its well-structured plan; by the thorough study of theoretical perspectives on manipulative speech influence; by reliance on the views of domestic and foreign linguists; by the scientific validity of the methods employed—speech act theory, pragmatic and cognitive approaches; by publication of the main findings in journals under the Higher Attestation Commission and in international journals; and by the practical implementation of the conclusions and recommendations.

Scientific and practical significance of the research results. The theoretical significance of the study lies in its analysis of manipulative strategies and the functional and pragmatic features of the linguistic and non-linguistic means through which they are realized. These analyses provide an important theoretical basis for identifying communicative intention in interaction, for selecting effective strategies, and for explaining psychopragmatic and discursive mechanisms. The findings enrich ongoing research in pragmalinguistics, psycholinguistics, and discourse analysis.

The practical significance of the study is determined by the possibility of using analytical material on manipulative speech influence in philological education—specifically in subjects such as *pragmalinguistics*, *communicative linguistics*, *text analysis*, and *speech culture*. The results may also be used for

developing teaching aids, textbooks, lecture materials, and explanatory dictionaries. Furthermore, the dissertation findings serve as a source for practical courses and academic seminars focused on exploring the functional mechanisms of manipulative strategies in communication.

Implementation of the research results.

Based on the study of the linguopragmatic features of manipulative speech influence, the strategies underlying its realization, and the discourse-dependent activation of verbal and non-verbal means, a number of theoretical positions and analytical materials were obtained and implemented in research and practical activities:

the provisions concerning the functional and semantic-pragmatic adaptability of verbal and non-verbal means realizing manipulative influence across various types of discourse, the determination of the role of lexical-stylistic, phonational (intonation, speech rate, timbre), and kinetic (gestures, facial expressions, body movements) means in shaping manipulative strategies and enhancing the strength of impact on the audience, as well as the statistically substantiated distribution of stylistic tropes (metaphor, epithet, comparison, hyperbole, and allusion) in manipulative discourse, were applied in the process of developing project materials within the framework of the state innovative research project No. IL-402104213 “Development of an Electronic Linguistic Encyclopedic Dictionary of the Uzbek Language” (reference of Andijan State University dated April 24, 2024, No. 39-01-488);

the positions substantiating the classification of manipulative strategies according to three major directions—intellect-oriented tactics (false argumentation, false analogy, illusion of authority, selective emphasis of facts, illusion of freedom of choice, terminological pressure, distraction), will-oriented tactics (internalization through repetition, activation of stereotypes), and emotion-oriented tactics (intimidation, threat, ridicule, inducing guilt, eliciting compassion, creating an illusion of dialogue, praise-compliment, construction of the “us–them” opposition, and labeling)—were implemented in the course of carrying out the state fundamental research project “OT-F1-18. Development of Methods and Methodology for Shaping Mass Linguistic Culture”, conducted at Andijan State University (reference dated April 24, 2024, No. 39-01-489);

manipulation was interpreted as a covert psychological and communicative process of influence and scientifically substantiated as a complex speech phenomenon directed not only toward serving the interests of the manipulator but also, within a socio-educational context, potentially corresponding to the interests of the audience. In addition, the discourse-dependent characteristics of manipulative speech influence and the degree of its activation in assertive (informing, asserting, evaluating) and directive (ordering, urging, requesting, advising) speech acts were identified. These positions were applied in practice during the development of scripts for the radio programs Ta’lim va taraqqiyot and Adabiy jarayon, prepared by the Creative Association “O‘zbekiston 24” of the National Television and Radio Company of Uzbekistan in May–June 2025. In

shaping the content of the broadcasts, the pragmatic functions of these speech acts in the process of communication were taken into account, ensuring the practical application of the theoretical positions (reference dated June 26, 2025, No. 05-09-1027).

Approbation of the research results. The findings were discussed at 2 international and 3 national scientific-practical conferences.

Publication of the research results. A total of 10 scientific works have been published on the topic of the dissertation, including 5 articles in scientific journals recommended by the Higher Attestation Commission of the Republic of Uzbekistan for publishing the main results of doctoral dissertations, of which 3 articles were published in foreign journals.

Structure and volume of the dissertation. The dissertation consists of an introduction, three chapters, a conclusion, a list of references, and appendices. The total volume of the dissertation, excluding the list of references and appendices, is 156 pages.

MAIN CONTENT OF THE DISSERTATION

In the **Introduction**, the relevance and necessity of the chosen topic are substantiated; the aim and objectives, object and subject of the study are described; the correspondence of the topic to the priority directions of the development of science and technologies is indicated; the scientific novelty and practical results are presented; the theoretical and practical significance of the findings is explained; information is provided on the implementation of the results, the publications, and the structure of the dissertation.

Chapter one, “Manipulative speech influence in the context of linguistic research: theoretical foundations,” examines the place of manipulation in linguistics, its relationship with other forms of speech influence, and theoretical views on its realization through assertive and directive acts.

Every word spoken by a person carries a certain degree of influence, and within the process of communication, it is impossible to avoid this impact. As a crucial component of human cognition and consciousness, language not only conveys information but also possesses the power to shape and regulate it.

This phenomenon has been widely discussed since ancient times in scientific, philosophical, and religious sources. Throughout the development of society, the need to guide and influence people has led to the emergence of the theory of speech influence. Political, economic, psychological, and communicative factors played a decisive role in the formation of this theory. As a result, within modern linguistics, a comprehensive framework for the study of persuasive speech has been established.

In particular, I. A. Sternin defines this field as the art of choosing the most effective method of influence in a given communicative situation. According to him, effective outcomes can be achieved by skillfully combining various speech-

influence techniques depending on the interlocutor and the communicative context³.

Researchers distinguish three fundamental features of speech influence. First, it is *carried out consciously and is goal-oriented*; second, it is *aimed at exerting a direct impact on the audience*; and third, it *leads to certain changes in the listener's cognitive processes or behavioural responses*. These criteria make it possible to differentiate speech influence from other forms of influence.

The linguistic definition of manipulative speech influence remains a subject of scholarly debate. While some linguists view manipulation as a specific subtype of speech influence, others interpret it as an independent, equally significant communicative phenomenon. In this dissertation, manipulation is approached as a constituent form of speech influence, since it is primarily realised through indirect or covert impact on the interlocutor. According to I.A. Sternin, speech influence represents a form of communication that encourages the interlocutor to accept a certain idea openly and consciously, whereas, manipulation aims to induce the addressee to make a decision or perform an action that may contradict their initial intentions or interests⁴.

G.A. Kopnina, in turn, emphasizes that the core mechanism of manipulative speech influence lies in the hidden goal-orientation of communication and the deliberate creation of linguistic ambiguity⁵. She identifies several key characteristics of verbal manipulation, including the distortion of information, semantic modification, psychological pressure, and the restriction of alternative choices⁶. This approach highlights the linguistic dimension of manipulation and reveals the mechanisms through which it is realised in discourse.

To gain a deeper understanding of the essence of manipulation, its principal features were analysed systematically (see Appendix 1). The table clearly demonstrates the multidimensional nature of manipulative mechanisms from psychological, linguistic, and communicative perspectives, allowing for a conceptual generalization of the research findings.

In defining the essence of manipulation, E. Shostrom regards it as a means of covert control within interpersonal interactions. His approach focuses on the ethical and psychological consequences of manipulation, portraying it largely as a process with predominantly negative connotations in human relations. P. B. Parshin goes even further, arguing that the very term *manipulation* is itself manipulative, as it is typically used in an evaluative and negative sense⁷. G.

³ Стернин И. А. Введение в речевое воздействие – Воронеж: Истоки, 2001. – 252 с.

⁴ Стернин И. А. Введение в речевое воздействие. – Воронеж: Истоки, 2001. – 252 с.

⁵ Копнина Г. А. Повтор / Г. А. Копнина // Эффективное речевое общение (базовые компетенции) : словарь-справочник / под ред. А.П. Сковородникова. – Красноярск : Изд-во Сибирского федерального университета, 2012. – С. 458–459.

⁶ Копнина Г. А. Повтор / Г. А. Копнина // Эффективное речевое общение (базовые компетенции) : словарь-справочник / под ред. А.П. Сковородникова. – Красноярск : Изд-во Сибирского федерального университета, 2012. – С. 458–459.

⁷ Паршин П. Б. Речевое воздействие : основные формы и разновидности // Рекламный текст : семиотика и лингвистика / Ю. К. Пирогова, А. Н. Баранов, П. Б. Паршин [и др.]. – М. : Издат. дом Гребенникова, 2000. – С.57.

Schiller defines manipulation as “a mechanism of social control and governance,⁸” while V. P. Sheynov describes it as “a form of covert influence imposed against a person’s will and serving the unilateral interests of the manipulator⁹.” According to Sheynov, “manipulation is a type of concealed control that pursues the personal benefit of the manipulator and inflicts material or psychological harm on the victim¹⁰.”

However, our observations indicate that this phenomenon should not be viewed solely from a negative perspective. Scholarly literature also acknowledges situations in which manipulation may serve the interests of the individual. In particular,

E. L. Dotsenko draws attention to the socially beneficial forms of manipulation, describing it as a means of encouraging close individuals to abandon harmful habits¹¹. Similarly, D. R. Drozdova argues that certain manipulative techniques can function as tools for enhancing students’ motivation and achieving didactic effectiveness within the pedagogical process¹². The general conclusion that emerges from these viewpoints is that manipulation may also exist in forms directed toward human benefit and personal development.

In Uzbek linguistics, the linguo-pragmatic aspects of speech influence have been examined in the works of S. Mo‘minov, D. Rustamov, Sh. Alpanova, D. Mamirova, and E. Qurbonov¹³. Their studies explore communicative behavior, the reflection of psychological states in speech, and cognitive-pragmatic interpretations of influential linguistic units.

Summarizing the analyses discussed above, it becomes evident that most scholars describe manipulation predominantly in a negative connotation – that is, as a means of one-sided benefit and control. Although some approaches acknowledge the positive or neutral functions of manipulation, such instances usually appear only in commentaries or contextual explanations, and rarely take the form of a full-fledged definition.

In our view, manipulation should be considered an integral part of human communicative behavior, and its evaluation must take into account the factors of context, purpose, and outcome. In particular, certain communicative situations may

⁸ Шиллер Г. Манипуляторы сознанием / пер. с англ., науч. ред. Я. Н. Засурский. – М.: Мысль, 1980. – 326 с.

⁹ Шейнов В. П. Скрытое управление человеком – Минск : АСТ, Харвест, 2008. – С. 3.

¹⁰ Шейнов В. П. Искусство управлять людьми – Мн.: Харвест, 2004. – С. 3–4.

¹¹ Доценко Е.Л. Психология манипуляции: феномены, механизмы и защита. – М.: ЧеРо, Издательство МГУ, 1997. – С. 59.

¹² Дроздова Д. Р. Вербальные способы реализации манипулятивных стратегий в академическом дискурсе // Филологические науки. Вопросы теории и практики. – Тамбов: Грамота, 2015. № 11 (53). – С. 95–99.

¹³ Мўминов С. Ўзбек мулоқот хулқининг ижтимоий-лисоний хусусиятлари – Фарғона, 2021. – 224 б.; Рустамов Д. Мулоқотнинг интралингвистик ва экстралингвистик талқинлари ҳамда замонавий концепциялари. Филология фанлари доктори (DsC) диссертацияси автореферати – Андижон, 2021 – 66 б.; 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.; Mamirova D Reklama matnlarining o‘ziga xos xususiyatlariga doir ayrim mulohazalar/ Xorijiy filologiya. –Samarqand, 2021. – B.24-27; Курбонов Э.Э. Нутқий таъсир этишининг когнитив-прагматик хусусиятлари // фил. фан. бўйича фалсафа д-ри. илмий даражасини олиш учун ёзилган дисс. – Андижон, 2022. – 136 б.

reveal that manipulation can serve the interests of the influenced party as well, functioning as a socially or pedagogically beneficial process.

For this reason, our research proposes a broader and deeper conceptualization of manipulation:

“Manipulation is a process of hidden psychological and communicative influence in which the manipulator indirectly affects the interlocutor’s subconscious processes, steering their thinking system, behavior, and decision-making in accordance with the manipulator’s interests. Although a person may feel as though they are in control of their actions, in reality they do not fully realize – or do not realize at all – the manipulative process taking place. While manipulation often serves the interests of the influencing party, in certain social or pedagogical contexts it may equally prove beneficial for the person being influenced.”

The second section of the chapter, titled “The relationship between speech manipulation and other forms of influence,” examines the connections between manipulation and such concepts as *persuasion*, *psychological suggestion*, *argumentation*, *propaganda*, and *covert control*, as well as the distinctions among them. Speech manipulation is a complex communicative phenomenon that influences human consciousness and behavior, and it is closely intertwined with various other methods of exerting influence.

Persuasion and manipulation both rely on linguistic and psychological mechanisms of influence, but their essential differences have been extensively studied by leading scholars. Persuasion appeals to the individual’s reasoning and critical thinking, whereas manipulation often relies on covert methods that restrict the recipient’s ability to make independent decisions¹⁴. In this sense, persuasion is grounded in logical and rational arguments, while manipulation draws more heavily on psychological techniques.

Psychological suggestion, unlike persuasion, represents a psychological form of manipulative speech influence in which the logical foundations of information and the need for evidence are minimized¹⁵. In this process, information directly affects the emotional perception, feelings, and instinctive reactions of the recipient. Suggestive influence typically occurs without logical argumentation, thereby limiting the listener’s ability to engage in critical reasoning¹⁶.

Argumentation, by contrast, is a rational and logical means of influence aimed at persuading an individual to accept a particular idea or position. In this process, the speaker seeks to justify their standpoint using facts, evidence, and logical reasoning. Although the term argumentation is sometimes used synonymously with persuasion¹⁷, it is in fact an independent concept and, from a rhetorical perspective, is regarded as a tool that influences human thinking¹⁸. Its main goal is to lead the

¹⁴ Иссерс О. С. Коммуникативные стратегии и тактики русской речи – М.: Едиториал УРСС, 2008. – С. 38.

¹⁵ Владимирова, М. Б. Трансформация массового сознания под воздействием СМИ (на примере российского телевидения): монография. – М.: ФЛИНТА: Наука, 2011. – С. 47.; Куликов В. Н. Психология внушения: учебное пособие. – Иваново, 1978. – С. 26,79

¹⁶ Куликов В. Н. Психология внушения: учебное пособие. – Иваново, 1978. – 128 с. – С. 26.

¹⁷ Сидоренко Е. В. Тренинг влияния и противостояния влиянию. – СПб.: Речь, 2004. – С. 74.

¹⁸ Анисимова Т.В., Гимпельсон Е.Г. Современная деловая риторика: учеб. пособие. – М.: Изд-во Моск. психолого-соц. ин-та, 2004. – С. 64.

recipient toward independent decision-making by presenting valid and logically structured arguments. Through substantiating ideas and providing evidence, the listener is encouraged to arrive at a reasoned conclusion.

The fundamental difference between covert control and manipulation lies in their goals and methods. While manipulation seeks to steer an individual's thinking in favor of the manipulator's personal interests, covert control may at times be applied for the broader benefit of society or the individual. At the same time, manipulation is always secretive: the target is unaware that they are being influenced. For this reason, covert control—especially within mass communication and politics—should be studied as a complex, multifaceted phenomenon.

Although propaganda and manipulation share many similarities, their goals and modes of application differ in important ways. Manipulation is hidden and restricts individual autonomy, whereas propaganda is directed at the masses, is ideologically driven, and operates openly. Its defining characteristics include its public nature, aggressive persuasive techniques, and strong emotional impact on the audience.

The third section of the chapter, entitled “Speech act theory: the manipulative and persuasive nature of assertives and directives,” examines the role of speech acts in shaping intentional communicative influence. Language, as an integral component of human activity, is not merely a means of exchanging information; it also functions as a tool of targeted influence through various communicative strategies. In contemporary linguistic research, language is viewed not as a static system, but as a dynamic phenomenon in constant motion¹⁹. Any act of speech is formed on the basis of specific communicative motives and requires the deployment of strategic mechanisms aimed at achieving a particular goal²⁰. Within this framework, speech act theory plays a central role in understanding manipulative communication.

The manipulative potential of assertive speech acts is primarily linked to the manner in which the speaker presents “truth.” The speaker may convey events not in their objective form, but in a way that aligns with their personal interests. In political discourse or mass media, for example, facts are selectively presented so that the listener or general audience is subtly steered toward a predetermined conclusion²¹.

Consider the statement: “*The room is very cold.*” Semantically, this utterance is an assertive (a statement of fact), but pragmatically, it functions as a directive—implicitly meaning that the heating should be turned on. Similarly, in the utterance “*Most people use this product,*” the speaker ostensibly provides a factual assertion, yet a covert directive meaning is embedded: the product is good and should be purchased.

¹⁹ Демин М.В. Природа деятельности – М. : Изд-во Моск. гос. ун-та, 1984. – С. 2.

²⁰ Почепцов О.Г. Основы прагматического описания предложения. – Киев: “Вища школа”, 1986. –С. 3-4.

²¹ Падучева Е.В. Высказывание и его соотнесенность с действительностью (референциальные аспекты семантики местоимений) – М.: Едиториал УРСС, 2002. – С. 21-24.

Directive speech acts constitute one of the key mechanisms through which the speaker seeks to influence the listener and prompt them toward a specific action²². The effectiveness of directives depends largely on the manner of their presentation; they may surface in the form of a command, requirement, suggestion, hint, or polite request.

In analyzing the role of assertive and directive speech acts in manipulation, it becomes evident that their interaction forms a mechanism whereby the audience is guided toward a desired action under the illusion of objective truth.

The second chapter, **“Semantic-pragmatic analysis of the means expressing manipulative speech influence”**, examines the semantic and functional characteristics of verbal and non-verbal tools that realize manipulation in discourse, using a linguopragmatic approach. The first section of the chapter, **“Semantic-pragmatic analysis of phonational-kinetic means expressing manipulative speech influence”**, describes phonational-kinetic elements—intonation, pause, tempo, stress, timbre, as well as facial expressions and gestures—according to their role in directing the listener’s attention, creating an emotional background, and highlighting key information. The study compares the activity level and contextual adaptation of these means across different discourse types (political, media, advertising, everyday, and artistic), summarizing their linguopragmatic potential.

The findings show that, within the phonational-kinetic layer of manipulative influence, intonation functions as the most active tool (48%). Pauses account for 25%, playing a significant role in increasing emotional pressure and guiding the interlocutor’s thought process. Changes in volume appear in 15% of cases, while variations in speech tempo occur in 12%, both serving as additional mechanisms for directing the listener’s attention and influencing their psychological state.

In addition, devices such as alliterative repetition, assonance, paronymic attraction, and rhyme help create rhythm, capture attention, and intensify the listener’s emotional response.

An illustrative example of manipulation through intonation is as follows:

“After the silence dragged on for a long time, Qurvonbibi, now with a serious expression on her face, said:

– *Nimaga indamaysiz? Xo‘p, deng! Katta odam, uyat bo‘ladi. Bir yaxshi xotinlari, bir otincha qizlari bor-ki... O‘zlarini bo‘lsa, o‘zingiz bilasiz, (“Why aren’t you saying anything? Come on, say it! He is an important man – it would be inappropriate. He has a respectable wife and a modest daughter... And as for him himself – well, you know what he is like.”)*

For some reason, Sofi murmured: – *Bilaman, Fitna, bilaman! (“I know, Fitna, I know!”)* – and fell silent again.

Qurvonbibi grew even more insistent: ***Bo‘lmasa, «yo‘q», deng. Saltanatxonga javob beray, ketsin! Azonda kelgan edi.***

(“Well then, say no. Let me give Saltanatkhon her answer so she can leave! She came early this morning.”)

²² Searle J. R. *Speech Acts: An Essay in the Philosophy of Language*. – Cambridge: Cambridge University Press, 1969. – P. 203.

Only after that did Sofi finally give in: *Shoshma, Fitna, «yo 'q», dema, mayli, bora qolsin.* (“Don’t rush, Fitna, don’t say no—alright, let her go.”)

A similar type of intonational manipulation is widely employed in political discourse as well.

Psychologist Paul Ekman notes in his research that pauses are among the most common indicators of deception. According to him, “Pauses that are excessively long or occur too frequently tend to raise suspicion. In particular, pauses that appear right before a person begins to answer a question may undermine the speaker’s perceived credibility²³.”

– *Mama, wir ziehen doch nicht ins Siebenbürgen, oder?*

– *Nelly, wir wollten dir erstmal das Land zeigen und danach alles in Ruhe besprechen.*

– *Äh, wie krass ist das denn? Ich ziehe nie in dieses Land!*

– *Nelly, Rumänien ist total schön. Und die Leute sind nett. Und das wäre auch spannend für uns. Guter neuer Anfang. (Nellys Abenteuer, 2016).*

In this example, intonation and speech tempo are employed as tools of manipulation. The mother’s voice becomes slightly lower and softer with each utterance, creating the effect of reducing the girl’s anxiety and subtly guiding her—at a subconscious level—toward compliance. A deliberate slowing of speech and a softening of vocal tone serve as key manipulative techniques, used to diminish resistance and lower psychological defensiveness in the addressee.

In Bernard Shaw’s *Pygmalion*, Higgins delivers the following line: “*If you’re naughty and idle, you will sleep in the back kitchen among the black beetles, and be walloped by Mrs. Pearce with a broomstick.*”

Here, the repetition of the consonant “b” (*back kitchen, black beetles, broomstick*) creates a hard, forceful sound that intensifies the reprimanding tone. The alliteration is used as a rhetorical device to exert pressure and convey a warning. The sharp plosive /b/ heightens the sense of aggression and punishment implied in the utterance, thereby amplifying the manipulative impact of the speech act.

The diagram constructed for this section illustrates the distribution of phonetic manipulation tools across the analyzed examples (see Appendix 1).

Manipulation is a complex phenomenon, and its analysis requires consideration not only of linguistic factors but also of contextual and nonverbal elements. In communication, nonverbal cues such as gestures, facial expressions, posture, and gaze significantly influence how the message is perceived by the listener²⁴.

Most nonverbal features operate without conscious control; however, a skilled speaker may deliberately use them to achieve specific communicative goals²⁵. According to interpersonal communication researcher Allan Pease, statistical

²³ Ekman P. Basic emotions // *Handbook of Cognition and Emotion* / Eds. T. Dalgleish, M. Power. – Chichester : John Wiley & Sons, 1999. – P. 45–60.

²⁴ Medina, J. *Key concepts in philosophy.* – London: Continuum, 2005. – 170 p.; http://royallib.ru/read/allan_piz/yazik_telodvigeniy_kak_chitat_misli_okrugayushchih_po_ih_gestam.html#0 (murojaat qilingan sana: 2024 yil 08 mart)

²⁵ Эко У. Роль читателя. Исследования по семиотике текста. – М.: Симпозиум, 2005. – 502 с.

analyses show that verbal components account for only 35% of communicative impact, whereas nonverbal elements account for 65%²⁶. In Mehrabian's findings, this ratio is presented as follows: 7% verbal meaning, 38% intonation, and 55% body movement²⁷.

– *Ich glaub', ich werde keine gute Mutter.*
– *Was? Quatsch. Wie kommst du darauf?*
– *Mir ist heute so was Schlimmes passiert. Ich sollte ganz kurz auf ein kleines Mädchen aufpassen...*
– *Hast du meine Autoschlüssel gesehen?*
– *Ralph, die wäre fast wie überfahren worden, weil ich telefoniert hab wegen dieses Vettel-Interviews.*
– *Es kann heute ein bisschen später werden. Wegen des Projekts.*
– *Sag mir mal, hörst du mir überhaupt zu?*
– *Ja, klar. Schatz, du machst dir einfach zu viele Sorgen. Du packst das schon.*

As an example, in the film *The Joy of Becoming a Father* (2013), the main heroine expresses her fear that she may not be able to be a good mother and shares her concerns with her partner. However, the young man, rushing to an important meeting at work, does not fully listen to her; instead, he simply places his hand on her shoulder and looks into her eyes so as not to upset her. Although this gesture outwardly appears to be supportive, it becomes clear that it carries a manipulative effect when we consider that his verbal response does not match the emotional context of the situation.

In the second section of the second chapter, the dissertation analyzes the "semantic-pragmatic features of lexical-stylistic devices that convey manipulative speech influence". This section treats lexical means as an integrated system and demonstrates how they serve manipulative purposes through expressiveness, imagery, and connotative load.

Words and textual fragments with expressive connotations reflect the speaker's inner emotional state and thereby evoke an emotional reaction in the listener. Sometimes expressions that may seem illogical or inappropriate on the surface – if they produce a strong emotional impact on the recipient – become one of the most effective tools of persuasive influence. This phenomenon is referred to as lexical variation. In such cases, the use of positively or negatively charged vocabulary can significantly enhance the manipulative force of the utterance.

"Oh, bother!" said the chief. "Cut his head off! I don't care, and I don't want proof."

"Noble master," said Ian na Sporrán, "remember you are a just man, and your wife is beautiful."

"Pest take the whole affair!" roared the chief, getting up. "I can't even have my meals in peace! I suppose, then, I must. But whoever trifles with me now is a dead man!"

²⁶ http://royallib.ru/read/allan_piz/yazik_telodvigeniy_kak_chitat_misli_okrugayushchih_po_ih_gestam.html#0
(murojaat qilingan sana: 2024 yil 08 mart)

²⁷ Medina, J. *Key concepts in philosophy*. – London: Continuum, 2005. – 170 p.

(*Scottish Fairy and Folk Tales*, 1901:165).

This passage, taken from the folk tale *The Faithful Purse-Bearer*, provides a vivid example of such a phenomenon. Yan-na-Sporran employs emotionally charged vocabulary to influence the chief's decision: through epithets such as "*noble chief*" and "*a just man*," he appeals to the interlocutor's personal virtues and encourages him to perceive himself in a positive light. The expression "*Your wife is beautiful*," offered as praise of the chief's spouse, further amplifies the emotional impact.

Lexical-stylistic devices play a crucial role in manipulative speech influence. The findings of the research show that the most frequently used units are stylistic tropes, which constitute 40% of all lexical resources. Metaphor, epithet, comparison, hyperbole, and allusion create new associative links in the audience's mind, reinforcing the manipulator's position. Phraseological units and borrowings (28%) enhance the sense of modernity, closeness, and naturalness of speech. Expressive and evaluative vocabulary (20%) generates emotional resonance in the listener, thereby strengthening the manipulative effect, while deictic elements (8%) establish psychological proximity or distance by constructing an implicit "us-them" opposition. Euphemisms and dysphemisms (4%) regulate the emotional tone of discourse, either softening a situation or intensifying it to enhance the impact. Anaphora, by repeatedly emphasizing key points, adds rhythm and dynamism to the utterance.

Chapter three, titled "Typology of functional strategic principles of manipulative speech influence," examines the functional nature of manipulative communication and provides a systematic account of the strategies employed within this process. Drawing on J. Searle's theory of speech acts, the chapter develops a classification of strategies that activate manipulation and demonstrates how these strategies are realized through assertive and directive speech acts. The chapter further analyses the manifestation of these strategies across political, advertising, everyday, and literary discourse, evaluating their effectiveness and context-dependent adaptability.

The first section of chapter three, "Classification of manipulation-activating strategies within the palette of speech acts," outlines the general model of manipulative communication and lays the theoretical groundwork for the detailed analysis of manipulation strategies and their operational tactics discussed in the subsequent sections. Manipulation represents a complex and multifaceted form of speech influence that manifests differently across languages. Existing definitions reflect diverse interpretations arising from the distinctions between the notions of strategy, tactic, and technique.

At present, the delimitation of manipulative tactics and techniques remains terminologically ambiguous. This is largely due to the fact that a single technique may function within several tactics, while one tactic may be realized through multiple techniques in discourse. Such overlap makes it challenging to establish rigid classification boundaries.

Studying communicative strategies and tactics presents a significant challenge, primarily because tactics are extremely diverse and are often equated with sets of speech acts. For this reason, establishing clear boundaries and

developing a rigid classification is difficult. A review of linguistic literature shows that various approaches are emerging to classify manipulative strategies and to describe their constituent tactics.

The specific forms of strategies and tactics depend on the scope of manipulation—whether it occurs at the mass, group, or interpersonal level. From this perspective, the classification of manipulative strategies developed by D. S. Naydina was selected as the most suitable model²⁸. Naydina's framework divides strategies into those directed at intellect, will, and emotion, thereby enabling a deeper analysis of the mechanisms underlying manipulative influence²⁹. In addition, this classification is universal in nature and provides a broad analytical perspective.

In our research, Naydina's approach was adopted as the theoretical foundation, and on its basis an authorial classification of manipulative strategies was developed (see Appendix, Figure 4). While preserving the three core vectors of influence—intellect, will, and emotion—this classification is distinguished by the specificity of its tactics and their functional realization. Such an approach made it possible to analyze manipulative strategies found in political, advertising, media, and everyday discourse with greater precision.

It should be noted that the proposed classification is not final, since in real communicative practice multiple spheres of influence—intellectual, volitional, and emotional—may be activated simultaneously. Therefore, the grouping is employed primarily for methodological convenience, and the system is interpreted as open and adaptable to further expansion.

The second section of the chapter, “The functional complex of manipulation strategies realized through assertive speech acts”, and the third section, “The functional system of manipulation strategies manifested through directives,” examine the role and potential of assertive acts in manipulative discourse. Assertives are interpreted as speech acts that present information as truth; it is precisely this illusion of reliability that enhances their manipulative power. Based on material from political, media, advertising, literary, and everyday discourse, the study demonstrates that assertive acts function as tools for selective presentation of facts, reinterpretation of reality, and indirect steering of audience decision-making.

Directive acts, on the other hand, possess distinct pragmatic force in manipulation, as they prompt the audience toward explicit or implicit action. The analysis reveals how forms such as commands, requests, advice, and irony create the illusion of free choice, conceal pressure, and guide volitional decisions.

Manipulation aimed at the intellect targets a person's cognitive processes—thinking, interpretation, and knowledge acquisition. Such techniques often rely on logical reasoning and statistical evidence, producing an illusion of precision and objectivity. Referring to unfamiliar yet ostensibly “expert” sources further increases the perceived credibility of information, leading the listener to accept it unquestioningly, without verification.

²⁸ Найдина Д. С. Метафора в процессах манипулирования в современном медиадискурсе (на материале тематического субдискурса «нефтегазовый бизнес»): дис. ... канд. филол. наук. – Томск, 2013. – 230 с.

²⁹ Найдина Д. С. Метафора в процессах манипулирования в современном медиадискурсе (на материале тематического субдискурса «нефтегазовый бизнес»): дис. ... канд. филол. наук. – Томск, 2013. – 230 с.

False argumentation is a manipulative technique in which the speaker deliberately introduces ambiguous or inaccurate evidence in order to mislead the listener. This tactic operates through various cognitive distortions and logical fallacies. Since the essence of assertive speech acts lies in presenting one's statement as truth, manipulators often exploit this property by framing false or distorted information as factual. Examples include political debates where statistical claims such as "*We have created 1 million new jobs in the last five years*" are presented out of context, or advertisements that use unverifiable statements like "*90% effectiveness*". Likewise, in assertions such as "*Moscow produces 3.5 million tons of waste annually, and only 1% is recycled*", the phrase "1%" is selected specifically to create a dramatic effect and push the audience toward a rapid conclusion. The findings of this study indicate that when false argumentation is expressed through assertive acts, its manipulative impact increases significantly, achieving especially strong effectiveness in political discourse and advertising texts.

The illusion of authority represents another manipulative tactic, whereby a personal opinion or position is framed as credible by invoking an expert or a scientific source. First, this tactic presents a product or idea not as a matter of subjective experience, but as something supposedly grounded in scientific truth. Second, expressions such as "*experts have proven,*" "*specialists recommend,*" "*research has shown*" divert the audience from independent critical thinking. A third dimension of this tactic involves invoking the name of a prestigious organization or institution –for instance, "*Approved by the American Cardiology Association*"—while offering no evidence as to whether the product has indeed been approved. Such rhetorical strategies create an illusion of reliability and are widely used to enhance persuasive force in media, advertising, and political communication.

Manipulation aimed at influencing the will targets the mechanisms through which a person makes decisions and chooses actions. Human will is typically shaped by personal values and principles. The manipulator, in turn, seeks to redirect these values into a "desired direction." To achieve this, they may suppress an individual's natural needs or desires, replacing them with needs and obligations that the manipulator considers necessary.

Persuasion through repetition is one of the most effective methods of influencing human cognition. It is based on the principle that repeated exposure to the same information leads the individual to accept it as truth. This tactic is widely used in mass media, political rhetoric, advertising, everyday communication, and processes of disinformation. Studies show that the more frequently people encounter a certain piece of information, the more likely they are to perceive it as accurate³⁰.

The use of stereotypes is also a powerful manipulative strategy, relying on pre-existing mental constructs to shape people's thinking. By activating already familiar associations, the manipulator can guide the audience toward a desired interpretation with minimal resistance.

³⁰ Schwarz, N., Sanna, L. J., Skurnik, I., Yoon, C. Metacognitive experiences and the intricacies of setting people straight // *Advances in Experimental Social Psychology*. – 2007. – Vol. 39. – P. 127–161.

Manipulation through emotional influence targets a person's affective state in order to shape their decisions and behavior. In psychology, this is referred to as an affective response: when a person reacts based on emotion, their decision-making becomes faster and more reflexive, allowing the manipulator to elicit the desired behavior more easily³¹.

Manipulation through emotional influence includes tactics such as *the creation of the "us-them" opposition*. This technique constructs a polarized division in which a particular group is framed as "us" (a positive in-group) and "them" (a negatively perceived out-group). In political discourse, mass media, and social movements, this strategy is widely used to strengthen group identity and motivate the audience to adopt a particular viewpoint.

One of the most effective tools in emotional manipulation is the tactic of *labeling*. A label is a subjective characterization that carries strong emotional connotations but is not grounded in objective data. Labeling typically manifests in two forms: discreditation (negative labeling) and idealization (positive labeling).

The media frequently employs this tactic to achieve manipulative goals. Labeling is defined as "the use of negatively charged words to discredit ideas, plans, or individuals—creating one-sided judgments and emotional reactions without analysis or objective evaluation³²."

Expressions such as *"This teacher is a hero to the children!"* or *"You're simply a genius!"* function as positive labels, generating strong favorable impressions of the person. Conversely, statements like *"He's lazy and will never achieve anything,"* or *"This child is stubborn—talking to him is pointless,"* represent negative labeling, shaping the audience's perception in the direction desired by the manipulator.

In this study, assertive and directive speech acts were reinterpreted within a manipulative context. *"An assertive speech act is a proposition that the speaker claims to be true and presents with confidence. However, in manipulative contexts, such acts are used to mislead the audience, as the proposition may not be factually grounded or the speaker's intention (e.g., personal gain) may contradict the proclaimed truth."* *"A directive speech act, on the other hand, is an utterance in which the speaker expresses a pragmatic intention to induce the listener to perform a certain action. In doing so, the speaker may rely on their social status, emotional pressure, or contextual strategies to influence the listener's will. Within manipulative contexts, such acts may appear in explicit forms (command, threat) or implicit forms (indirect request, connotative cues), creating the illusion of free choice while actually guiding the listener toward the action desired by the manipulator."*

Assertive acts typically function to create an illusion of truth, whereas directive acts serve to prompt action. From a functional perspective, the

³¹ Forgas J. P. Don't worry, be sad! On the cognitive, motivational, and interpersonal benefits of negative mood // Current Directions in Psychological Science. – 2013. – Vol. 22, № 3. – P. 225–232.; Nabi R. L. Exploring the framing effects of emotion: Do discrete emotions differentially influence information accessibility, information seeking, and policy preference? // Communication Research. – 2003. – Vol. 30, № 2. – P. 224–247.

³² Булгакова, Н. Е. Словесные ярлыки как лексико-семантическое и лингвоэкологическое понятие // Мир русского слова. – 2012. № 2. – С. 42.

combination of assertive and directive acts demonstrates how they jointly play a significant role in manipulating the audience.

The study also revealed that combining manipulative strategies—for instance, using repetition, fear appeals, labeling, and stereotyping together, or blending guilt induction, compassion, and the illusion of choice—can significantly amplify manipulative effectiveness. Through such integration, manipulative strategies form an interconnected, interactive system rather than isolated mechanisms.

CONCLUSION

On the basis of an in-depth analysis of how manipulative speech influence is realized across different discourses, the system of linguistic means by which it is expressed, and its strategic properties, the following scholarly conclusions were reached:

1. This comprehensive study reconfirms the complex, multi-layered nature of the phenomenon of manipulative speech influence, which emerges at the intersection of linguistic, psychological, communicative, and technological factors, and underscores the need for its thorough theoretical and applied investigation. The research argues that evaluating manipulation solely as a negative phenomenon is insufficient; rather, it is a complex communicative process which, in certain social, pedagogical, or educational contexts, may also serve the interests of the influenced party.

2. It was established that manipulation has evolved through stages ranging from ancient Greek rhetoric to contemporary digital communication, artificial intelligence, and neuro-linguistic programming technologies. In today's information environment, modern tools—such as algorithmic filters, targeted advertising, and emotional triggers—have further refined manipulative strategies and made them an integral part of contemporary communication systems.

3. By examining manipulation's interrelations with other forms of influence, the study clarifies the distinguishing features that set it apart from persuasion, psychological suggestion, argumentation, propaganda, and covert control. The findings show that, unlike open persuasion, manipulation is oriented toward concealment and the restriction of the audience's freedom. While it shares some commonalities with propaganda and psychological suggestion, manipulation is distinguished by its hidden strategic objective.

4. Although manipulation is widely covered in scholarly literature—especially within political, media, and advertising discourses—it remains insufficiently explored in interpersonal and everyday speech contexts. In this research, both forms—mass and interpersonal—are examined, and their linguistic, phonetic, and nonverbal manifestations are analyzed systematically. The primary aim was to identify manipulative means occurring across discourses and to classify their verbal and nonverbal mechanisms at the lexical, phonetic, and pragmatic levels.

5. It was determined that manipulation is salient not only in mass communication, but also within interpersonal interaction, advertising, and literary-narrative discourse. Individuals encounter such influence in diverse social situations—from formal communication to everyday conversation, and even in the reception of cultural or aesthetic texts. Consequently, manipulative influence

should be viewed not as one-dimensional but as a complex, context-dependent phenomenon.

6. The study offers a new theoretical characterization of assertive and directive speech acts. In manipulative contexts, assertives are used to create an illusion of truth, while directives function as mechanisms that orient the audience toward specific actions. Empirical analysis confirms that combining these two act types significantly amplifies manipulative impact. In particular, a truth illusion established via assertives can serve as the final impulse that, through directives, moves the addressee to perform the desired action.

7. Analysis of phonetic-kinetic and nonverbal means reveals another layer of manipulative mechanisms. Among phonetic resources, intonation occupies a leading position, playing a key role in directing attention and intensifying emotional impact. Pause, tempo, and timbre help convey information more fully at both semantic and emotional levels. Through gestures and facial expressions, manipulators establish an emotional connection with the audience.

8. In examining lexical-stylistic means, the study finds that stylistic tropes—metaphor, epithet, hyperbole, and comparison—constitute the most active part of manipulative strategy. The results indicate that tropes are the most effective devices in manipulative speech influence, accounting for 40% of all lexical units identified. Phraseological units and borrowings account for 28%, expressive lexis and evaluative items for 20%, deictic units for 8%, and euphemisms/dysphemisms for 4%. Deixis, euphemism, and dysphemism also ensure contextual adaptability and directly affect psychological reception. The harmonious use of these resources was observed to intensify manipulative impact.

9. The study provides a systematic typology of manipulative strategies. In political and media discourse, strategies such as pseudo-argumentation, stereotyping, repetition, and fear appeals are prevalent; in advertising and film texts, the creation of emotional attachment and the formation of artificial needs are common; in everyday and literary discourse, manipulation relies more on emotional bonds, warmth, and compassion. These findings confirm that strategies are adaptive and complex in nature.

10. The research shows that common tactics include creating a truth illusion through assertives, presenting facts in manipulative ways, and exerting indirect influence on the audience's reasoning. In directive speech acts, the principal tactic is to achieve manipulative goals by directly urging action while creating an illusion of freedom of choice. Depending on context, directives can take the form of explicit orders or implicit cues.

**НАУЧНЫЙ СОВЕТ DSc.03/2025.27.12.Fil.32.02 ПО
ПРИСУЖДЕНИЮ УЧЁНЫХ СТЕПЕНЕЙ ПРИ АНДИЖАНСКОМ
ГОСУДАРСТВЕННОМ ИНСТИТУТЕ ИНОСТРАННЫХ ЯЗЫКОВ**

**АНДИЖАНСКИЙ ГОСУДАРСТВЕННЫЙ ИНСТИТУТ
ИНОСТРАННЫХ ЯЗЫКОВ**

ТУЛАНБАЕВА ШАХНОЗАХОН ШАВКАТБЕКОВНА

**ИССЛЕДОВАНИЕ СЕМАНТИКО-ПРАГМАТИЧЕСКИХ И
ФУНКЦИОНАЛЬНЫХ АСПЕКТОВ МАНИПУЛЯТИВНОГО
РЕЧЕВОГО ВОЗДЕЙСТВИЯ**

10.00.11 – Теория языка. Прикладная и компьютерная лингвистика

АВТОРЕФЕРАТ
диссертации доктора философии (PhD) по ФИЛОЛОГИЧЕСКИМ НАУКАМ

Тема диссертации доктора философии по филологическим наукам (PhD) была зарегистрирована в Высшей аттестационной комиссии при Министерстве высшего образования, науки и инновации Республики Узбекистан под номером B2024.4.PhD/Fil5442.

Диссертация выполнена в Андижанском государственном институте иностранных языков.

Автореферат диссертации на трёх языках (узбекский, русский, английский (резюме)) размещен на веб-странице Андижанского государственного института иностранных языков по адресу (www.adchti.uz), а также на портале информационно-образовательном «Ziyonet» по адресу (www.ziyonet.uz).

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Ведущая организация:

Кокандский государственный педагогический институт

Защита диссертации состоится «_____» _____ 2026 года в _____ часов на заседании Научного совета DSc.03/2025.27.12.Fil.32.02. при Андижанском государственном институте иностранных языков (Адрес: 170100, город Андижан, проспект Бабура, дом №5. Тел: 0(374) 223-42-76; факс: 0(374) 223-42-76; e-mail: asifl@edu.uz).

С диссертацией можно ознакомиться в Информационно-ресурсном центре Андижанского государственного института иностранных языков (зарегистрирован за №_____). (Адрес: 170100, город Андижан, проспект Бобура, дом №5. Тел: 0(374) 223-42-76).

Автореферат диссертации разослан «_____» _____ 2026 г.
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ВВЕДЕНИЕ (аннотация диссертации доктора философии (PhD))

Целью исследования является раскрытии коммуникативно-стратегических особенностей манипулятивного речевого воздействия, а также выявление семантических и прагматических характеристик вербальных и невербальных средств, обеспечивающих его актуализацию в речи.

Объектом исследования являются вербальные и невербальные средства, реализующие манипулятивное речевое воздействие и их активизация в сфере культуры общения и коммуникативных стратегий.

Предметом исследования выступают функциональные и семантико-прагматические особенности единиц, выражающих манипулятивное речевое воздействие.

Методы исследования. В диссертации применяются методы классификационного и описательного анализа, семантико-функционального и статистического анализа, социолингвистический метод, а также методы интенсивного анализа речевой деятельности.

Научная новизна исследования проявляется в следующем:

Манипуляция, рассматриваемая на основе комплексного подхода обосновано как скрытый психологический и коммуникативный процесс воздействия, представляющий собой сложное речевое явление, которое служит не только интересам манипулятора, но в ряде социальных, педагогических или воспитательных контекстов может также соответствовать интересам манипулируемого;

установлена функциональная и семантико-прагматическая адаптивность вербальных и невербальных средств, реализующих манипулятивное воздействие в различных типах дискурса; раскрыта роль лексико-стилистических, фонационных (интонация, темп речи, тембр) и кинетических (жесты, мимика, движения тела) средств в формировании манипулятивных стратегий и в усилении воздействия на аудиторию посредством их интегративного использования; статистически обоснованы пропорции стилистических тропов (метафора, эпитет, сравнение, гипербола, аллюзия) в реализации манипулятивного воздействия;

доказана классификация манипулятивных стратегий по трём основным направлениям: 1) тактики, ориентированные на интеллект (ложная аргументация, ложная аналогия, иллюзия авторитета, селективное акцентирование фактов, иллюзия свободы выбора, терминологическое давление, отвлечение внимания); 2) тактики, ориентированные на волю (внедрение в сознание посредством повторения, активизация стереотипов); 3)

тактики, ориентированные на эмоции (запугивание, угроза, насмешка, формирование чувства вины, пробуждение сострадания, создание иллюзии диалога, похвала-комплимент, формирование оппозиции «свой — чужой» и навешивание ярлыков);

выявлены дискурсивно обусловленные особенности манипулятивного речевого воздействия, а также степень его актуализации в ассертивных (сообщение, утверждение, оценка) и директивных (приказ, побуждение,

просьба, совет) речевых актах; на основе аналитического материала раскрыты прагматические функции данных речевых актов в процессе коммуникации.

Внедрение результатов исследования. Результаты исследования, полученные при изучении лингвопрагматических особенностей манипулятивного речевого воздействия, стратегий, обеспечивающих его реализацию, а также дискурсивно обусловленной актуализации вербальных и невербальных средств, нашли практическое применение в научно-исследовательской и прикладной деятельности:

положения, связанные с выявлением функциональной и семантико-прагматической адаптивности вербальных и невербальных средств, реализующих манипулятивное воздействие в различных типах дискурса, определением роли лексико-стилистических, фонационных (интонация, темп речи, тембр) и кинетических (жесты, мимика, движения тела) средств в формировании манипулятивных стратегий и повышении силы воздействия на аудиторию посредством их интегративного использования, а также со статистическим обоснованием соотношения стилистических тропов (метафора, эпитет, сравнение, гипербола, аллюзия) в манипулятивном воздействии, были использованы в процессе формирования проектных материалов в рамках государственного инновационного научно-исследовательского проекта № IL-402104213 «Разработка электронного лингвистического энциклопедического словаря узбекского языка» (справка Андижанского государственного университета от 24 апреля 2024 года № 39-01-488);

результаты, подтверждающие классификацию манипулятивных стратегий по трём основным направлениям — интеллектуально ориентированные тактики (ложная аргументация, ложная аналогия, иллюзия авторитета, селективное акцентирование фактов, иллюзия свободы выбора, терминологическое давление, отвлечение внимания), волеориентированные тактики (внедрение в сознание посредством повторения, активизация стереотипов) и эмоционально ориентированные тактики (запугивание, угроза, насмешка, формирование чувства вины, пробуждение сострадания, создание иллюзии диалога, похвала-комплимент, формирование оппозиции «свои — чужие» и навешивание ярлыков), были внедрены в ходе реализации государственного фундаментального научного проекта «OT-F1-18. Разработка методов и методологии формирования массовой языковой культуры», выполненного в Андижанском государственном университете (справка от 24 апреля 2024 года № 39-01-489);

положения, интерпретирующие манипуляцию как скрытый психологический и коммуникативный процесс воздействия, представляющий собой сложное речевое явление, направленное не только на интересы манипулятора, но и в социально-просветительском контексте потенциально соответствующее интересам аудитории, а также результаты, касающиеся дискурсивно обусловленных особенностей манипулятивного речевого воздействия и степени его актуализации в асертивных (сообщение,

утверждение, оценка) и директивных (приказ, побуждение, просьба, совет) речевых актах, были использованы при разработке сценариев радиопередач «Ta'lim va taraqqiyot» и «Adabiy jarayon», подготовленных творческим объединением «O'zbekiston 24» Национальной телерадиокомпании Узбекистана в мае–июне 2025 года. При формировании содержания передач учитывались прагматические функции указанных речевых актов в процессе коммуникации, что обеспечило практическое применение теоретических положений, обоснованных в диссертационном исследовании (справка от 26 июня 2025 года № 05-09-1027).

Структура и объём диссертации. Диссертация состоит из введения, трёх глав, заключения, списка использованной литературы и приложения. Общий объём диссертации (без списка литературы и приложения) составляет 156 страниц.

E'LON QILINGAN ISHLAR RO'YXATI
LIST OF PUBLISHED WORKS
СПИСОК ОПУБЛИКОВАННЫХ РАБОТ

I bo'lim (часть I; part I)

1. Tulanbayeva Sh.Sh. “Cho‘qintirgan Ota” filmida lingvistik manipulyatsiya strategiyalari va taktikalari // Xorijiy lingvistika va lingvodidaktika. – Samarqand, 2024. – Special issue 5 (dekabr). – B. 323-330. (10.00.00; OAK rayosatining 2023-yil 3-sentabrdagi 343-son qarori bilan kiritilgan).

2. Tulanbayeva Sh.Sh. Ertaklar manipulyatsion strategiyalar ko‘zgusi sifatida // Til va adabiyot.uz ilmiy-metodik elektron jurnali, 2024. – №22, (28.12.2024). – B. 208-211. (OAK Rayosatining 2023-yil 3-iyundagi 338/6-son qaroriga muvofiq).

3. Tulanbaeva Sh.Sh. Exploring the role of nonverbal communication in conveying sympathy and support // American Journal of Philological Sciences, 2023. –Vol.3. –No. 6. – B. 130-136. (CrossRef).

4. Tulanbaeva Sh.Sh. Speech Impact and Manipulation in Communication // Excellencia: International Multi-Disciplinary Journal of Education, 2024. – 2(12). – P. 658-664. (CrossRef)

5. Tulanbaeva Sh.Sh. Gendered manipulative tactics in Flirtation // Analysis of Modern Science and Innovation: Proceedings of the International Scientific Conference. –2024. –Vol. 1. –No.3. –P. 18-21.

6. Tulanbaeva Sh.Sh. Linguistic manipulation: strategies and effects // International scientific and practical conference “Innovative approaches in study of the language, literature, translation, tourism and cultural heritage on the Silk Road”, 2024 (May 3-4). –P. 1030-1033.

7. Tulanbayeva Sh.Sh. Manipulyatsiyaga qarshi lisoniy kurash // “Tanqidiy nazar, tahliliy tafakkur va innovatsion g‘oyalar” milliy konferensiyasi materiallari, 2024. – Vol. 1. –No. 2. –B. 272-274.

8. Tulanbaeva Sh.Sh. The language of attraction // “Jahon universitetlari reytingida yuqori o‘rinlarni egallash uchun transformatsion strategiyalar: muammo va yechimlar” mavzusidagi anjuman materiallari. – Andijon, 2025 (10.02.2025). – B. 804–808.

II bo'lim (часть II; part II)

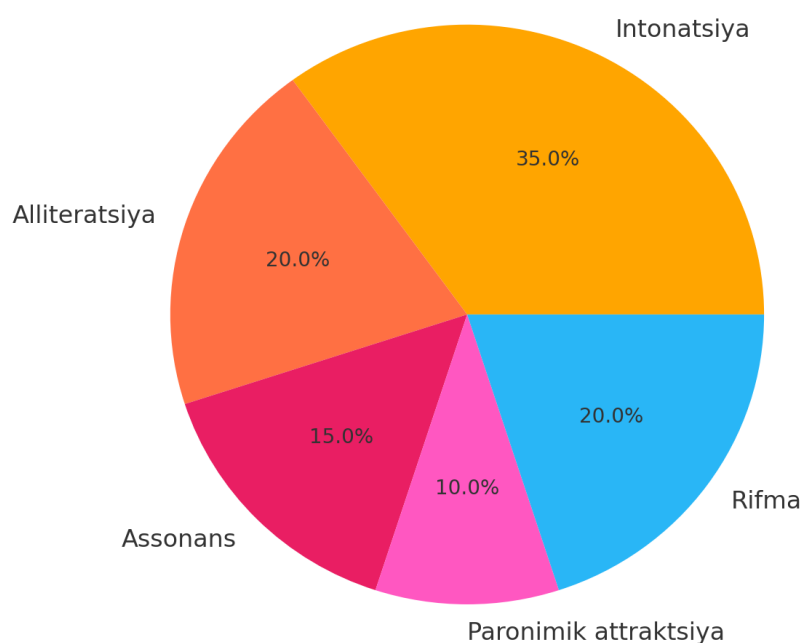
9. Tulanbaeva Sh.Sh. Multimodal Manipulation in Film Dialogue // International Journal of Literature and Languages, 2025. –Vol. 5. –No. 9. – P. 96-103. (CrossRef). <https://doi.org/10.37547/ijll/Volume05Issue09-25>

10. Tulanbaeva Sh.Sh. Dialogik nutq va manipulyativ kommunikatsiyada genderning ahamiyati // “Zamonaviy tilshunoslik yo‘nalishlari va chet tillarini o‘qitishda innovatsion yondashuvlar” xalqaro ilmiy-amaliy anjumani materiallari. – Andijon, 2024. – B. 104-110.

ILOVALAR APPENDICES ПРИЛОЖЕНИЯ

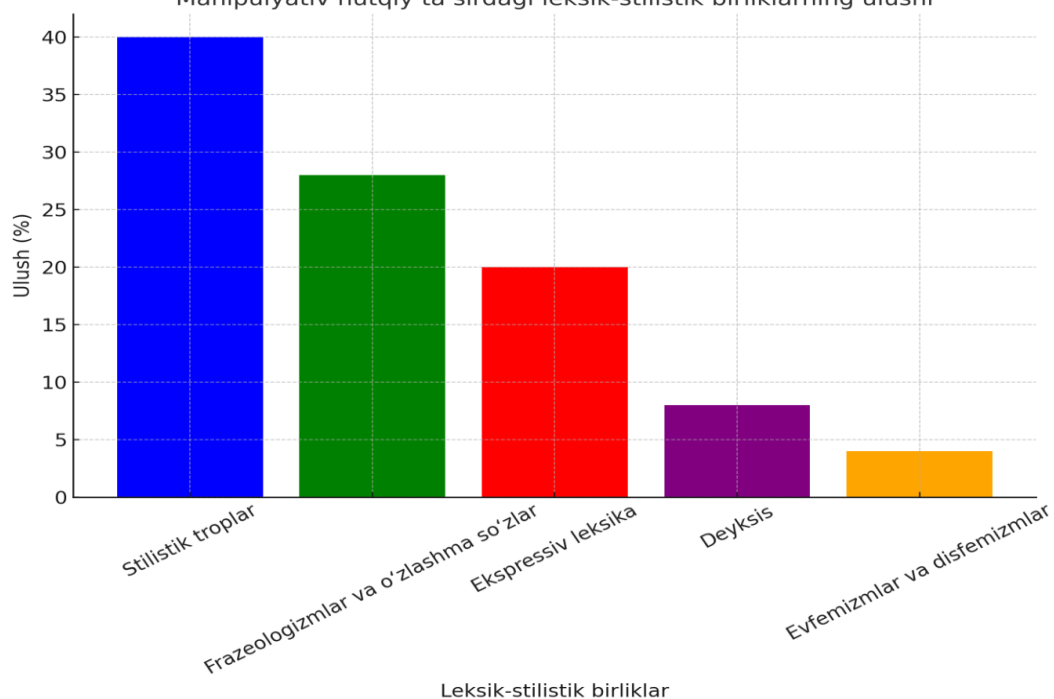
1-ilova

Fonetik-stilistik manipulyatsiya vositalarining ulushi



2-ilova

Manipulyativ nutqiy ta'sirdagi leksik-stilistik birliklarning ulushi



Manipulyativ taktikalar tasnifi

Yoʻnalish	Blok	Taktikalar
Intellektga yoʻnaltirilgan		–Yolgʻon argumentatsiya –Yolgʻon analogiya –Avtoritet illyuziyasidan foydalanish –Diqqatni chalgʻitish –Tanlovdagi erkinlik illyuziyasi –Terminologik bosim –Faktlarni taʼkidlash orqali manipulyatsiya qilish taktikasi
Irodaga yoʻnaltirilgan		–Takrorlash orqali ongga singdirish –Stereotiplardan foydalanish
Hissiyotga yoʻnaltirilgan	Negativ kuchli emotsiyalar bloki	–Qoʻrqitish –Tahdid –Masxaralash –Kamsitish –Agressiv hazillar qilish
Hissiyotga yoʻnaltirilgan	Axloqiy-emotsional blok	–Achinish hissini uygʻotish –Aybdorlik hissini uygʻotish –Dialog illyuziyasini yaratish
Hissiyotga yoʻnaltirilgan	Pozitiv emotsiyalar bloki	–Ilhomlantirish –Umid uygʻotish –Maqtov va kompliment orqali taʼsir qilish
Hissiyotga yoʻnaltirilgan	Ijtimoiy ajratish va yorliqlash bloki	–“Oʻzimiz-begona” qarama-qarshiligini yaratish –Yorliq yopishtirish