



## MANIPULATIVE SPEECH DISCOURSE FEATURES

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***Annotatsiya.*** Manipulyatsiya yuqori ta'sir ko'rsatadigan va ommaviy axborot vositalari va siyosiy nutqlar bilan chambarchas bog'liq bo'lgan hodisalardan biridir. Ushbu maqolabunga yondashuv bo'lib, uning maqsadi qiyosiy kontrastiv va kuzatish usullari orqali manipulyatsiya tushunchasini va til hodisasi sifatida o'rganish, unda asosiy e'tibor turli sohalarda turli sabablarga ko'ra qo'llaniladigan manipulyatsiya usullari va taktikasiga qaratilgan.

***Kalit so'zlar:*** manipulyatsiya, manipulyatsiya nutqi, siyosatdagi manipulyativ til, tilshunoslikda manipulyativ nutq, marketingdagi manipulyativ nutq

***Аннотация.*** Манипуляция – одно из явлений, на которое сильно влияет пропаганда и которое тесно связано со средствами массовой информации и политическими дискурсами. Данная статья представляет собой подход, целью которого является изучение с помощью сравнительно-контрастных и методов наблюдения концепции манипуляции как языкового феномена, где центральный акцент делается на манипулятивные приемы и тактики, которые используются по разным причинам в различных областях деятельности.

***Ключевые слова:*** манипуляция, манипулятивная речь, манипулятивный язык в политике, манипулятивный дискурс в лингвистике, манипулятивный дискурс в маркетинге.

***Annotation.*** Manipulation is one of the phenomena that are highly affected by propaganda and closely related to media and political discourses. This paper is an approach, the purpose of which is to study through comparative contrastive, and observation methods the concept of manipulation as a and linguistic phenomenon where the central emphasis is on the manipulative techniques and tactics that are utilized for various reasons in various fields of study.

***Key words:*** manipulation, manipulative speech, manipulative language in politics, manipulative discourse in linguistics, manipulative discourse in marketing.

Manipulation is one of the concepts that needs a more in-depth theoretical and practical examination. Many studies have been conducted on the manipulation of discourse in the disciplines of linguistics and literature. It is employed in many areas of life, including personal and social matters, intellectual and professional pursuits, and politics. This paper is an attempt to investigate the concept of manipulative speech across different domains.

According to a dictionary, the word "manipulative" means: influencing or forcing someone to do what you want, often unfairly. Various researchers have discussed and approached the term manipulation in different way.

According to Bessenov B.N. "A form of spiritual influence of hidden domination, carried out by force," Chartis-Black points out that manipulation – just like persuasion – "should be considered a speech act", since "it alters cognition rather than simply depicts how that change is achieved". Volkogonov D.A. "Control over the inner world's changes and spiritual state dominance"

#### Manipulative speech in linguistics

In linguistic manipulation theory, manipulative speech is foremost considered a topical term of great creative potential. When the listener cannot see the speaker's hidden intentions behind what is actually being said, manipulation occurs. One of the key characteristics of manipulative utterances is their specific intentionality. Consequently, to distinguish manipulation from other forms of communication, one must take into account factors such as the goal, the intention, and the reason behind the communication. When used broadly, manipulative speech in linguistics can encompass any verbal interaction in which the speaker and the listener realize motivation and meaning in their interaction. The purpose of productive manipulation is to win a communicative partner's trust and manipulate his behavior by exploiting his weaknesses. As a result, the speaker assumes the position of a volunteer who has the task of placing the interlocutor in a position of social welfare, status, or superiority. The most effective way to manipulate people is through compliments and flattery. Developing actualized communication takes a lot of practice. As a result, manipulative speech forms are predominant in everyday life.

How do we form manipulative speech? Words and phrases that carry loaded meanings are common in convention statements. These are words that carry a strong emotional connotation, often intended to evoke a specific response from the audience. As an example, consider the statement, "We must protect our land from dangerous strangers". If strangers are considered dangerous, fear will be instilled, resulting in a biased view. The underlying intentions behind convention statements can be better discerned by being aware of loaded language.

The use of generalizations is another manipulative tactic. Individuals and organizations can easily sway public opinion by making broad statements about a particular group or situation. It paints an unfair picture of the political landscape if one says, "Everyone is corrupt and untrustworthy." It is important to be cautious of such broad generalizations and seek out specific case studies to support claims. Critical thinking and careful analysis are required to identify manipulative language in convention statements. In order to determine whether the statement is biased, it is important to assess its tone, context, and overall message. Furthermore, independent sources and diverse perspectives can help counter potential manipulation.



### Manipulative speech in politics

Modern linguistics pays much attention to political discourse. Globally, political relationships are becoming increasingly important. Political speeches can often determine the outcomes of elections, negotiations, and some conflicts depending on the way they are organized. Political discourse is described as a mixture of all speech actions employed in political contexts, speeches of politicians, and political conversations (Baranov & Kazakevich, 1991). There are certain speech tactics and techniques that are used in political speeches in order to manipulate those who are listening to them. During every political speech, manipulative techniques are extensively used by the politician who is delivering the speech in order to achieve his goals: either win an election or persuade the audience. The main objective of political communication is to gain influence. Political discourse, in general, manipulates public awareness by persuading individuals that politically 'proper' acts are required in a certain context (Gimadeeva et al., 2019).

Manipulation has become an essential aspect of our lives, especially in politics. Politicians establish and preserve the public's image of a "hero", but in truth, they typically lack an effective and feasible plan. They can only persuade, control, and impress the audience with their rhetorical speech and powerful and forceful phrases, all of which are empty. The majority of the audience is so desperate that they do not question the politician's ideas or plans; instead, they go with the flow to see what occurs because they are so absorbed by the politician's speech (Handelman, 2009, p. 84). According to van Dijk (1997) and Dunmire (2012, p. 736), political discourse analysis can either include the text and speech of politicians in explicitly political contexts, or it can relate to an ideological perspective of the discourse. Politicians utilize their positions to appeal the people and earn their trust as leaders, depending on the situation and environment.

### Manipulative speech in marketing

Once manipulative speech mechanisms are activated in marketing, they affect consumer perceptions and behaviors. For instance, in advertisement a consumer hears the statement "Everyone buys" or "On sale, stock is limited" it activates the mechanisms of social attachment and fear of missing out. Manipulative speech techniques used in advertising can affect consumers' perceptions, emotions, and decisions. It is important for consumers to be aware of these tactics, be able to critically listen to voice communications, and be able to make informed choices based on their own preferences and requirements. Manipulative speech is an important marketing tool for attracting customers, arousing their emotions, and activating their psychological processes.

In conclusion, media, politics, and social relations can utilize manipulative discourses in different registers. Different linguistic tools can be used to implement manipulative speech strategies. Language strategies and tactics are employed in political discourse to influence the thoughts and actions of the

recipient and to provoke a change in their consciousness. Manipulation covers the cognitive, discursive, and social aspects of linguistic discourse. In order to understand how speech manipulation works, it is essential to study different manipulative practices.

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