

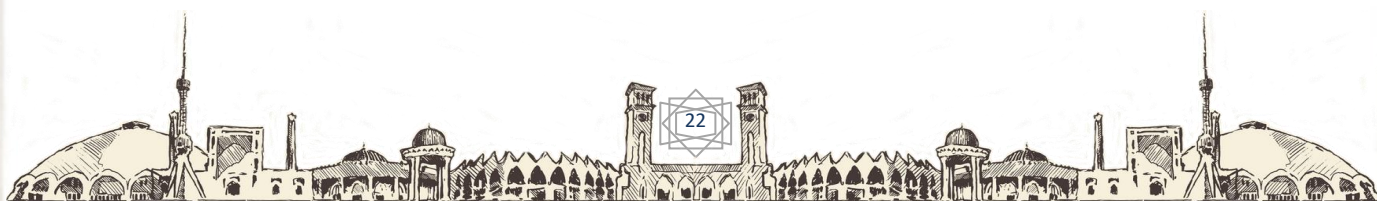


o'stirish darsning mazmunida va qo'llanilgan vazifalar turlarida o'z aksini topadi. Ijodiy izlanish muhiti yaratilgan darslardagina zarur axloqiy sifatlar tarbiyalanadi.

Xulosa qilib aytganda Biologiya darslarida interfaol innovatsion usullarni qo'llash natijasida o'quvchilarning mantiqiy fikrlash qobiliyatlari rivojlanadi, nutqi ravonlashadi, tez va to'g'ri javob berish malakasi shakllanadi. Ta'lim tizimi o'z oldiga erkin fikrlovchi, barkamol, yetuk shaxsni tarbiyalashni vazifa qilib qo'yar ekan, kelgusida biz bo'lajak o'qituvchilar innovatsion texnologiyalardan samarali foydalanish yo'llarini yanada mukammalroq ishlab chiqshimiz bilan o'z xissamizni qo'shishimiz mumkin.

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MANIPULATION IN LINGUISTICS

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Abstract: *A rather universal and widespread phenomenon of manipulation is considered as a peculiar way of social regulation, management, control and determination of a person's life. A variety of "manipulative technologies" and techniques are described: information distortion, information concealment, implicit presentation of information, deliberate choice of the method and time of information presentation, etc. Particular attention is paid to a variety of linguistic means and the prerequisites for their use as manipulative.*

Key words: *manipulation, manipulative tactic, psychology, communication, language means, distortion of information, concealment of information.*

Manipulation is a fairly universal phenomenon, it can be found in all socially significant areas of human life. This phenomenon is the object of study of many sciences. Accordingly, in various fields of knowledge - in medicine, technology, politics, etc. - there are many definitions of this phenomenon. So, for example, in politics, manipulation is interpreted as an impact on public opinion and people's behavior in the direction necessary for certain power or public structures, an impact aimed at introducing certain attitudes, stereotypes, exploiting the prejudices of various plans and based on unconscious perceptions¹. Political scientists single out the concept of "manipulative tactics" as a subclass of a more expansive concept of political power, as the worst manifestation of the face of power, as a means of undermining the resistance of power, which becomes possible due to deception and against the will of the manipulated.

The first sign of a manipulative tactic is deceit, a "covert intervention" that carries the implication of cunning. In this case, the subject is not aware that a manipulative act was carried out against him. The sender of the message intentionally hides the act of manipulation from the partner, the partner complies in the mistaken belief that he is acting in his own interests.

The second sign is "undesired interference", affecting the change in the usual course of events against the wishes of the manipulated, that is, a situation where people are forced to do what they otherwise would not do. Thus, manipulation in politics is seen as an influence accompanied by the concealment or distortion of information, not necessarily against the interests of the manipulated, but against his desire.

It is natural that the phenomenon of manipulation has undergone the most detailed study in psychology. Psychologists define manipulation as a type of





psychological influence used to achieve one-sided gain through the hidden motivation of another to perform certain actions.

In social psychology, manipulation is seen as an attempt to control the behavior of a partner, an attempt to gain power or advantage over him by creating a situation in which the individual will be forced to behave in a way that is beneficial for the manipulator, without having a choice or not realizing it⁶, that is, manipulation is interpreted as a kind of exercise of power in which the possessor influences the behavior of others, like a one-sided game, when the purpose of the rule is known to one partner, and the other is ignorant. Thus, manipulation is considered as a peculiar way of social regulation, management, control and determination of the life of the individual.

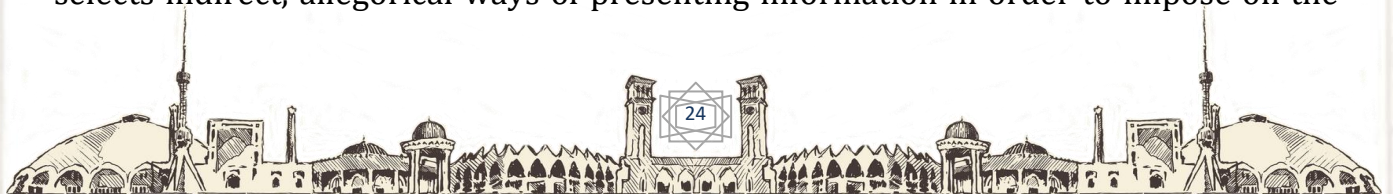
To achieve this goal, various methods are used:

- manipulation of the needs of the subject (use of desires, interests of the partner);
- manipulation of the subject's feelings (use of emotions, passions);
- "spiritual" manipulation (the formation of certain ideals and values in the subject);
- intellectual manipulation (imposing certain opinions, points of view on the subject);
- symbolic manipulation (formation of a person's stable reaction to certain symbols).

The main components of manipulation are called fraud, various tricks, juggling of facts. Manipulation in communication, in the context of interpersonal relationships, is a system of pre-thought-out actions of one partner in relation to another in order to obtain a certain benefit.

The concept of manipulation in linguistics has been little studied, and the available information is rather scattered. There are points of view when speech manipulations are understood as violations of argumentation – pseudo-argumentation, as a means of education in a situation of "communicative diversion" and linguistic demagogy, as a means of achieving goals through persuasion. Researchers of discourse typology note that for strategic purposes, a communicant can manipulate patterns of dialogue. So, to disguise interest in certain information, a communicant can use a sample of interpretive dialogue instead of an interview dialogue.

Manipulative dialogue is understood as a dialogue carried out not for the purpose of informing, but for the purpose of influencing. The speaker uses the possibilities of language in order to impose on the listener a certain idea of reality, an attitude towards it, an emotional reaction or intention that does not coincide with what the listener could form on his own. In other words, by implementing a special way of presenting information, using the various possibilities of the language, the addresser selects indirect, allegorical ways of presenting information in order to impose on the





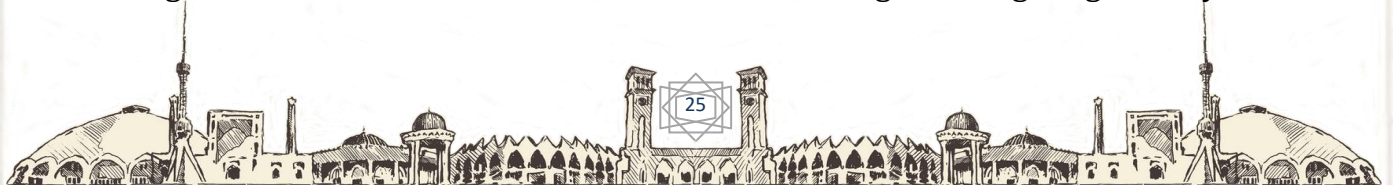
addressee a certain idea of reality and covertly, but effectively influence him in the direction necessary for the addresser. The basis for the wide spread in the modern world of manipulations of the most diverse nature is, first of all, the division of society into social groups, territorial and national associations, etc., the division into so-called micro-societies that have their own interests that distinguish them from others.

Another reason for the occurrence of manipulation is interpersonal relations, which are manifested mainly in the process of communication: the intentions of the parties, the degree of their discrepancy, the desire to influence the addressee, selfish goals, etc. Carrying out the act of manipulation, the manipulator chooses a certain strategy and implements it with the help of certain tactics, called "manipulative technologies". These include: distortion of information, withholding of information, implicit presentation of information, deliberate choice of the method and moment of presentation of information.

The distortion of information is associated with the juggling of facts, the displacement of the concept in the semantic field, with incorrect comparisons, with incorrect additions, which are sometimes able to cross out the whole meaning. For example: "Our oranges are sweeter". In such comparative constructions, the second component of the comparison is often missing. The retention of only one of the compared objects forces the recipient to calculate for himself - better than what: than competing brands of something, than the previous product of the same company - that is, an illusion of choice is created, which is always attractive to the addressee.

The concealment of information is manifested in reticence, silence - the concealment of certain facts and properties. Information is presented selectively or only partially covered. Silence is realized in a situation of intentional breaking of the speech chain, when part of the message does not receive verbal expression, however, the intentional meaning of the message is fully actualized in a particular discourse. For example: "Loves the Jobs you Hate". Silence as a purposeful communicative act is characterized by the desire of the addresser to influence the recipient as much as possible. On the one hand, the author of the statement uses silence to attract and focus attention on his thought. On the other hand, the sender of the message stimulates the mental activity of the addressee, prompts him to search, directs the course of his thoughts. As a result, independence and awareness of the conclusion increase the strength of the impact.

The implicit presentation of information, as you know, is information that is not directly expressed, does not have a direct material expression. The implicit nature of the statement is manifested in the fact that in the act of communication, when nominating events and facts of reality, certain elements or links of the displayed phenomenon do not receive explicit expression. The statement contains a number of moments of implication and the meaning conveyed by it is much larger than what constitutes its codified and expressed meaning by linguistic means, that is, the meaning of the statement, which includes certain linguistic signs, goes beyond the





content of the actual linguistic signs included in this statement. The explicit meaning is only part of its total meaning and interacts with another part of it - the implicit meaning. For example: "We'll dye for you" (ad). Here, the meanings of the homophones dye - die are played up. The dictionary meaning of the lexeme dye is give smth. A different color using a dye; a words die - stop living and become dead. Through this pun, the meaning is implicitly actualized: "We will paint your things" and at the same time "We will make every effort to do our job perfectly and are even ready to die for it."

Language means, acting as manipulative, belong to different linguistic levels - phonetic, grammatical, syntactic. Particularly effective in the act of manipulation are a variety of tropes: metaphor, metonymy, hyperbole, etc., and means related to the lexical level, namely:

- creation and use of neologisms, individual words or phrases: Only two Alka Seltzer ago you were feeling downhearted and low. In this example, time is denoted by non-standard units - "alka-Seltzers", which gives originality to the statement and attracts attention;

- renaming - changing the names of certain objects and phenomena and creating new ones: The best salary for refuse officers;

- overuse of the keyword or its synonyms: Kellogg's Corn Flakes. That's how you can eat sunshine. Don't let little things distract you when you're eating sunshine;

- the use of words that have a bright positive or negative connotation, the use of evaluative or emotional definitions with nouns instead of neutral ones: Sleak Peach; Hanky Pinky; Quiet Flame; Warm Coral (names of lipsticks).

The prerequisites for the use of lexical means for the purpose of manipulation are:

- polysemy, allowing speech ambiguity or ambiguity;
- the acquisition by the word in some contexts of an indirect meaning, different from the meaning of the word in the language system;

- the presence of a figurative meaning in a word;

- fuzziness, blurring of the boundaries of the concept underlying the lexical meaning of the word, which leads to the impossibility of distinguishing between the volumes of meanings of words that are similar in semantics;

- certain connotative components of meanings inherent in some words;

- the possibility of restructuring the seme composition of the word when it is used figuratively;

- a specific act of nomination, namely the naming of one object by the name of another in order to mislead and direct the perception of what is called in a false direction.

Hidden speech manipulations are actualized through certain methods and techniques. The most frequent of them include:





- substitution of the subject of action, when abstract concepts (history, time, country, etc.) replace concrete people responsible for certain actions in the statement. This technique is quite often presented in politics, propaganda (The people will not forgive us if ...).

The substitution of the subject of action is often carried out as a technique of passivation and impersonalization, which is due to the speaker's unwillingness to take responsibility for the information being communicated;

- methods of false analogy (objects are compared, the connection between which is established tendentiously), pseudo-causal connection, false identification (tautological explanations), false references to authority (statements that were not attributed to a person or group of persons), to well-known truths (a controversial statement is taken as an axiom or known facts are called into question), on the previous context, cases of topic switching in discourse.

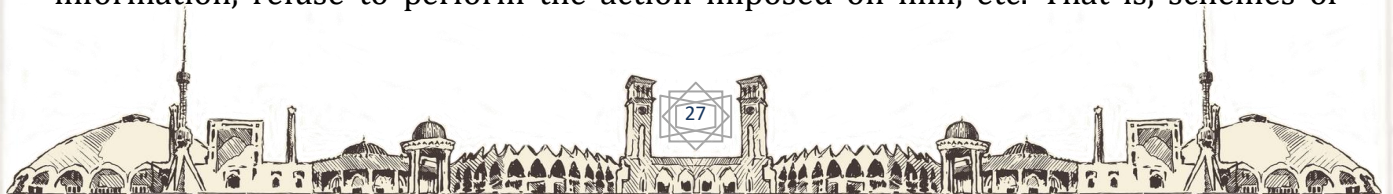
Hidden speech manipulations, as noted above, are always intentional, decoding their meaning is a complex process that includes several stages, carried out both simultaneously and hierarchically.

In the process of socialization, a person acquires certain knowledge that exists in his brain in the form of schemes, scripts, scenarios. The knowledge base used in the act of communication includes language knowledge, knowledge about the objects of the surrounding reality, about subject-reference situations. When perceiving this or that information, one of the first mental operations of a person is "tuning" to the appropriate type of situation based on both cognitive knowledge and a set of procedural knowledge, which in communication theory are called "communicative practices", which play the role of intersubjective in communication, sociocultural factors.

A particularly important role in the cognitive processing of discourse by the addressee belongs to inferential knowledge, the main psychological feature of which is that it arises spontaneously, in the very process of thinking, based on both the addressee's basic knowledge and directly perceived information.

An extremely important role in decoding the meaning of any discourse is played by the linguistic competence of the addressee. Language competence includes different language skills and abilities. Language competence is related to the concept of thesaurus. Thesaurus is the background knowledge of communicants, formed on the basis of their past subject-activity experience. The commonality of background knowledge implies the ability of communication participants to correlate the object of information with a single extralinguistic referent and linguistic means for its presentation.

The rules for conducting interactions are also included in the thesaurus of communicants. Each native speaker in the most general way knows how to make the interlocutor perform a certain action: argue his point of view, find out the necessary information, refuse to perform the action imposed on him, etc. That is, schemes of





different types of situations, due to their conventionality, are known in a general form to all native speakers. This knowledge, structured in a certain way and hierarchically organized, is an indispensable condition for any communication.

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