

## EXPRESSION OF SPEECH MANIPULATION

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### Annotation

The article talks about the specific nature of manipulation, specific and non-specific types of reactions against manipulation, signs of manipulation and the process of speech manipulation, euphemisms, references in political discourse reflect a two-sided formula.

**Keywords:** manipulation, specific, non-specific, euphemisms, logical, factual, linguistic, political discourse.

### Introduction

Manipulation with the help of tools used by the interlocutor for addressing, urging the interlocutor to perform certain actions and uncritical acceptance of information, which is proportional to the appearance of various illusions and delusions in his mind, includes his mental mechanisms.

Among such manipulations, it is possible to include: strictness in wording, ambiguity, unfoundedness of statements, false information and references to information instead of being based on facts and following logic even at a low level of information.

At the same time, protection against manipulation is directed to a counter-initiative to reduce the damage being done. There are two types of anti-manipulation reactions: specific and non-specific. Specific reactions include an increase in the likelihood of unpredictable reactions, breaking down information in one's own interests, and the desire to change the manipulative effect. Nonspecific reactions include indifference, control, withdrawal.

There are the following signs of manipulation:

- 1) Mental influence;
- 2) Hidden nature of influence;
- 3) Treating the interlocutor of the manipulator as a means to achieve his goals;
- 4) Striving for victory in the communication process;
- 5) playing on weakness, weakness, emptiness, indecisiveness and applying mental pressure;
- 6) The nature of superiority.

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Thus, the full definition of manipulation can be given as follows: "Manipulation is a mental influence, the skillful use of which causes the other person to awaken hidden intentions that are not in line with his important desires"[1,112].

Manipulation is "a device that secretly urges the addressee to perform certain actions, inculcates attitudes and desires into his mind that serve to realize the interests of the information carrier, the purpose of which is to subjugate the addressee, to make him accept certain statements and decisions as the truth without considering all available arguments. is a speech effect that does not always correspond to the interests and interests of the addressee" [2,19].

The process of speech manipulation takes place at three levels: logical (disrespecting the laws of logic and using a false argument), factual (falsification of important information to correctly imagine information about events) and linguistic (an expanded range of methods - from the skillful use of various means of expression to the strengthening of new connotations).

This situation requires the use of various connotatively marked words and sentences, in particular euphemisms, as means of reference.

Euphemisms are words and phrases that are used to mask and hide certain events and facts that cause uncomfortable, inappropriate thoughts or antipathies in society. Euphemisms belong to the linguistic level of speech manipulation. Currently, the role of manipulative influence is increasing, but the level of influence of euphemisms on the linguistic level has not been fully and comprehensively studied.

According to researchers of Russian speech etiquette, the changes were, first of all, in the means of address, more precisely, in the regulations. This event is primarily Milostivyy gosudar of appeal by Tovarishch regulation; Your blessing; Barin/Baryshnya; It was manifested in the suppression of such forms as Vashe vysokoblagerodie, in the change of the main social sign influencing the choice of the form of etiquette (the change of the "top-down" and "bottom-up" speech etiquette to the "private/alien" Soviet speech etiquette before the revolution). Then, the sudden change of attitude and the decline of the former union, the absence of a universally accepted, stylistically neutral form of address to strangers, strangers in the modern Russian language makes communication difficult to a certain extent. The system of addressing strangers and formal forms of address has undergone much less change in English speech etiquette than in Russian.

In our opinion, the appearance of the form of reference in the form of Ms + last name is more important, which can be applied to married women and unmarried girls. This form was an addition to the Mr/Mrs/Miss + last name variants that traditionally existed in the late XIX and early XX centuries"[3, 293-304].

Etiquette traditions renewing the possibilities of address are connected not only with historical changes in language pragmatics, but also with the interaction and integration and assimilation of cultures: "the interaction between the etiquette

traditions of different peoples and cultures is another social factor that has caused changes in speech etiquette.

Currently, Russian speech etiquette is significantly influenced by English and American etiquette culture.

The manifestation of the same type of influence can be obtained, for example, the expansion of the scope of use of the combination of surname and first name. But from the spheres of communication, the sphere of business-communication communication is more affected by foreign influence, and in them the suppression of the father's name is more noticeable. An interesting mixture of Russian and English etiquette systems can be observed in a number of television shows.

A guest of high social status invited to the studio is addressed by the announcer conducting the show by his first name, but in the process of naming and introducing him to the audience, he uses the name not by his father's name, but by his surname: Segodnya gost nashey peredachi - mayor of Moscow Yuri Luzhkov. Yuriy Mikhaylovich, answer, ask questions...

In this situation, it is important to introduce the interlocutor using his patronymic, following the old etiquette traditions. Mass media is a social factor that has an important influence on the development of speech etiquette. Among them, television is undoubtedly the most influential medium.

On the one hand, while new forms of etiquette are emerging in the speech of the presenter and correspondent, on the other hand, numerous repetitions through television screens lead to the sealing of one or another etiquette expression.

The emergence of social communication circles, such as the Internet, e-mail, auto-otvetchik, also contributes to the development of speech etiquette. Communication with these tools requires the emergence of new forms of etiquette, or the flexibility of traditional etiquette units to establish and terminate communication and manage the relations of communicants" [3, 293-304].

Similarly, in today's Uzbek mass media, people with a high social status are addressed by their first name and patronymic. In such informal conversations, informal forms of address are used for representatives of other spheres of society, including artists, poets, writers, entrepreneurs. According to the gender, the names are addressed by adding the words brother and sister: Yulduz opa! Brother Abdullah!

At this time, if the interlocutor is someone close to the presenter's field, it is customary to address him as teacher, and this is convenient for any speech situation: "Teacher, what wishes do you have for your students who are growing in the field of art?" (from a TV interview) Sometimes it is customary to address the interlocutor as a teacher in interviews with representatives of the education sector: "Teacher, what can you say about the interests of today's students?" (from a TV interview)

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Address is a phenomenon that is historically variable and pragmatically reflects linguistic practice. The practice of changing reference models demonstrates the historical renewal of discourse models.

In any situation, sending information to the real owner - the interlocutor - is the main task of the appeal. The appeal preserves the distance of communication balance between the interlocutors, their stock of personal information about each other, the norms of specific situation boundaries, meaningfully and materially, spiritually and morally. Keeping the distance of mutual communication balance between the interlocutors is when the interlocutors belonging to one or another social group address each other in any situations by their full or shortened forms of surnames, first names and patronymics, keeping the distance of mutual communication balance. Belonging to a certain social group, keeping a distance of mutual communication balance, kinship, kinship, friendship, neighborhood and other types of close ties are considered social symbols and serve as markers;

Storage of personal information of interlocutors about each other. Interlocutors can perceive certain information and information differently at their own level, depending on their social status, lifestyle, experience, level of knowledge, worldview.

Interlocutors know the boundaries of the specific situation during communication. Individuals can call each other by their first names or nicknames in an informal conversation in which they are participating. They can use official address in official communication with other people.

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