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MUHBIR NUTQIDA MANIPULYATIV VOSITALARNING LINGVOPRAGMATIK XUSUSIYATLARI

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Annotatsiya

Ushbu maqolada zamonaviy mediadiskursda muhbir nutqida qo'llangan manipulyatsiya hodisasining lingvistik xususiyatlari tahlil qilinadi. Tadqiqotda manipulyatsiya tushunchasining nazariy asoslari yoritilib, uning pragmalingvistik va diskursiv tabiatiga alohida e'tibor qaratiladi. Xususan, nutq orqali adresat ongiga yashirin ta'sir ko'rsatish usullari, manipulyativ strategiyalarning shakllanishi va ularning ommaviy axborot vositalaridagi namoyon bo'lishi ilmiy jihatdan asoslab beriladi. Tahlil materiali sifatida texnologik kompaniya faoliyatiga oid media matn tanlanib, undagi leksik manipulyativ vositalar, jumladan, evfemizmlar, ijobiy framing, legitimatsiya, statistik manipulyatsiya, autoritetga tayanish, disfemizatsiya hamda metaforik-emotsional birliklar aniqlanadi va izohlanadi. Tadqiqot natijalari shuni ko'rsatadiki, mediadiskursda manipulyatsiya ko'pincha yashirin shaklda amalga oshirilib, u auditoriya ongida muayyan kognitiv modelni shakllantirishga xizmat qiladi.

Kalit so'zlar: muhbir nutqi, manipulyatsiya, mediadiskurs, leksik manipulyatsiya, evfemizm, disfemizm, framing, legitimatsiya, statistik manipulyatsiya, diskurs tahlili, pragmalingvistika.

ЛИНГВОПРАГМАТИЧЕСКИЕ ОСОБЕННОСТИ МАНИПУЛЯТИВНЫХ СРЕДСТВ В ЖУРНАЛИСТСКОЙ РЕЧИ

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Аннотация

В данной статье анализируются лингвистические характеристики феномена манипуляции в журналистской речи в современном медиадискурсе. В исследовании освещаются теоретические основы понятия манипуляции, при этом особое внимание уделяется его прагмалингвистической и дискурсивной природе. В частности, рассматриваются способы скрытого воздействия на сознание адресата посредством речи, формирование манипулятивных стратегий и их проявление в средствах массовой информации. В качестве материала анализа выбран медиатекст, посвящённый деятельности технологической компании. В тексте выявляются и интерпретируются лексические манипулятивные средства, включая эвфемизмы, позитивный фрейминг, легитимацию, статистическую манипуляцию, апелляцию к авторитету, дисфемизацию, а также метафорические и эмоционально окрашенные единицы. Результаты исследования показывают, что манипуляция в медиадискурсе чаще всего реализуется в скрытой форме и направлена на формирование определённых когнитивных моделей в сознании аудитории.

Ключевые слова: журналистская речь, манипуляция, медиадискурс, лексическая манипуляция, эвфемизм, дисфемизм, фрейминг, легитимация, статистическая манипуляция, дискурс-анализ, прагмалингвистика.

LINGUOPRAGMATIC FEATURES OF MANIPULATIVE DEVICES IN JOURNALISTIC DISCOURSE

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Abstract

This article examines the linguistic characteristics of manipulation in journalistic discourse within modern media. The study outlines the theoretical foundations of the concept of manipulation and places particular emphasis on its pragmalinguistic and discursive nature. Specifically, it analyzes the methods by which hidden influence is exerted on the recipient's cognition through language, the formation of manipulative strategies, and their manifestation in mass media. A media text related to the activities of a technological company is selected as the material for analysis. Within this text, lexical manipulative devices are identified and interpreted, including euphemisms, positive framing, legitimization, statistical manipulation, appeals to authority, dysphemization, and metaphorical-emotional units. The results of the

study demonstrate that manipulation in media discourse is often implemented in implicit forms and serves to construct specific cognitive models in the audience's mind.

Keywords: journalistic discourse, manipulation, media discourse, lexical manipulation, euphemism, dysphemism, framing, legitimization, statistical manipulation, discourse analysis, pragmalinguistics.

Dunyo tilshunosligida manipulyatsiya tushunchasi zamonaviy lingvistik tadqiqotlarning muhim yo'nalishlaridan biri bo'lib, u nutq orqali inson ongiga ta'sir ko'rsatishni o'rganishga qaratilgan. Mazkur tushuncha dastlab psixologiya va sotsiologiya fanlari doirasida shakllangan bo'lsa-da, keyinchalik pragmalingvistika, diskurs tahlili va medialogvistik kabi yo'nalishlar rivoji natijasida tilshunoslikda qo'llanila boshladi. Etimologik jihatdan "manipulyatsiya" termini lotincha *manipulare* — "qo'l bilan boshqarish" ma'nosini anglatadi, biroq lingvistik kontekstda u ong va idrokni boshqarishga qaratilgan yashirin kommunikativ ta'sirni ifodalaydi.

MUAMMONING O'RGANILGANLIGI. Zamonaviy tilshunoslikda manipulyatsiya turlicha talqin qilinadi, biroq aksariyat tadqiqotchilar uni adresat ongiga yashirin tarzda ta'sir ko'rsatish orqali uning qarashlari, baholari va xatti-harakatlarini boshqarishga qaratilgan nutqiy strategiya sifatida izohlaydi. Xususan, T. A. van Deyk manipulyatsiyani ijtimoiy kuch va nazorat kategoriyalari bilan bog'lab, uni diskurs orqali ijtimoiy guruhlar o'rtasidagi notenglikni mustahkamlovchi vosita sifatida izohlaydi. Uning fikricha, manipulyatsiya — bu ijtimoiy jihatdan ustun guruhlarning til vositasida boshqa guruhlar ongini boshqarish jarayoni bo'lib, bunda axborot tanlab beriladi, kontekst o'zgartiriladi va muayyan interpretatsiya singdiriladi [5; 359–383]. Shu bilan birga, P. Sharoda manipulyatsiyani kommunikativ strategiya sifatida ko'rib, uni nutqiy ta'sirning yashirin shakli deb qaraydi, bunda adresant o'z maqsadini to'g'ridan-to'g'ri emas, balki bilvosita vositalar orqali amalga oshiradi [1; 32–35]. Rus psixolingvistik maktabi vakili E. L. Dotsenko esa manipulyatsiyani shaxslararo ta'sirning maxsus turi sifatida talqin qilib, uni adresat manfaatlariga zid bo'lgan, ammo u tomonidan to'liq anglanmaydigan ta'sir shakli sifatida izohlaydi [2; 108–112].

Manipulyatsiya nazariyasining shakllanishi tarixiy jihatdan omma psixologiyasi va ong osti jarayonlarini o'rganish bilan chambarchas bog'liqdir. Dastlab S. Freud inson xulq-atvorining irratsional jihatlarini asoslab bergan bo'lsa, G. Le Bon omma psixologiyasini tahlil qilib, kollektiv ongning ta'sirga beriluvchanligini ko'rsatib bergan. Keyinchalik ushbu g'oyalar tilshunoslikda diskursiv manipulyatsiya tushunchasining shakllanishiga zamin yaratdi. XX asr oxiri va XXI asr boshlarida manipulyatsiya masalasi kritik diskurs tahlili doirasida keng o'rganila boshladi. Jumladan, N. Feyrklauf diskurs orqali ijtimoiy haqiqatni qayta qurish jarayonini tahlil qilib, manipulyatsiyani ideologik ta'sir vositasi sifatida talqin etadi [3; 146–149]. R. Vodak esa siyosiy diskursda manipulyativ strategiyalarni tarixiy va ijtimoiy kontekstda o'rganadi [6; 63–94]. G. Lakoff tomonidan ishlab chiqilgan framing nazariyasi esa til orqali voqelikni qanday talqin qilish manipulyativ xarakterga ega ekanligini asoslab beradi [4; 38–45].

Tilshunoslikda manipulyatsiya turli mezonlarga ko'ra tasniflanadi. Eng avvalo, kognitiv manipulyatsiya insonning bilimlari, stereotiplari va dunyoqarashiga ta'sir ko'rsatishga qaratilgan bo'lib, bunda axborotni qanday taqdim etish muhim rol o'ynaydi. Pragmalingvistik manipulyatsiya nutq aktlari darajasida yuzaga keladi, masalan, buyruqni maslahat shaklida ifodalash orqali adresatga bilvosita ta'sir o'tkaziladi. Diskursiv manipulyatsiya esa butun matn yoki kommunikativ jarayon darajasida amalga oshirilib, ayniqsa, siyosiy va medial diskursda keng qo'llaniladi. Bundan tashqari, semantik manipulyatsiya so'z va iboralarning ma'nosini kontekst orqali o'zgartirishga asoslanadi. Ushbu tasnif ichida leksik manipulyatsiya alohida o'rin tutadi.

Leksik manipulyatsiya — bu so'z tanlash orqali adresat ongiga ta'sir ko'rsatish jarayoni bo'lib, unda neytral birliklar o'rniga emotsional, baholovchi yoki ideologik leksik vositalar qo'llaniladi. Bu turdagi manipulyatsiya, ayniqsa, ommaviy axborot vositalari va siyosiy diskursda keng uchraydi. Masalan, bir xil hodisani turlicha nomlash orqali turli baholash hosil qilinadi: "namoyishchilar" va "tartibsizlikchilar" birliklari bir xil referentni bildirsa-da, ularning konnotativ ma'nosi keskin farq qiladi.

TAHLIL. Muhibir nutqida leksik manipulyatsiya turli vositalar bilan ifodalanadi, buni quyidagi nutq asosida tahlil qilamiz:

Meta to cut one in 10 jobs after spending billions on AI

Meta will cut thousands of jobs next month as it spends more than ever on artificial intelligence (AI) projects. The company told employees in a memo on Thursday that it planned to cut 10% of its workforce — roughly 8,000 staff. It said it would also not fill thousands more open jobs it had been hiring

for. A key reason for the layoffs is Meta's increased spending in other areas of the company, including AI, for which it will this year spend \$135bn (£100bn). This is roughly equal to the amount it has spent on AI in the previous three years combined, according to a person who viewed the memo. A spokesman for Meta confirmed the planned job cuts but declined to comment further. Mark Zuckerberg, Meta's co-founder and chief executive, made public comments in January that essentially telegraphed the company would be cutting jobs again this year. The Meta boss said he had seen how much more productive workers who relied heavily on AI tools had become, noting a single person could now complete projects that would have previously required a large team. "I think that 2026 is going to be the year that AI starts to dramatically change the way that we work", Zuckerberg said.

Last week Reuters news agency reported that Meta was planning to cut potentially more than 10,000 employees this year. The memo to employees on Thursday was first reported by Bloomberg. While Meta has already cut around 2,000 workers in two smaller rounds of layoffs already this year, employees had been braced for weeks for a much deeper cut, as the BBC previously reported. Meta's spending and internal focus had shifted heavily in recent months toward catching up on the development of AI models and tools. The company just this week informed employees that it would begin tracking and logging their interactions with work computers in order to help train and improve its AI models, a move one employee called "dystopian" given the looming layoffs. "This company has become obsessed with AI", they told the BBC. Since 2022, Meta has enacted several rounds of job cuts, shedding tens of thousands of workers. But it had started hiring again, and last year its overall number of employees looked to be at around the same level it had been at before its initial layoff. The upcoming job cuts will be Meta's largest layoff since 2023. A number of other tech firms, most of which are also spending huge sums on building tools and infrastructure for AI technology, have also enacted swathes of job cuts this year. Amazon has laid off more than 30,000 workers. Oracle laid off more than 10,000 workers. Block, which is among the smaller tech companies, laid off nearly half of its staff totaling more than 4,000 workers. And Snap, another smaller tech company, has laid off around 1,000. Also on Thursday, Microsoft told employees that it would offer thousands of workers with longer tenure at the firm voluntary buyouts. Nearly all of the companies have cited the growing capabilities of, or increased investment in, AI technology as a factor in executives' perceived need for fewer employees (BBC.com. April 24, 2026. <https://www.bbc.com/news/articles/crm1y89vek8o>).

Taqdim etilgan media matn lingvistik tahlil qilinar ekan, unda manipulyativ ta'sir leksik, semantik va diskursiv vositalar orqali yashirin tarzda berilgani kuzatiladi. Bunday manipulyatsiya zamonaviy mediadiskurs uchun xos bo'lib, u adresat ongiga bilvosita ta'sir ko'rsatishga qaratilgan. Ushbu muhbir nutqidagi manipulyativ vositalarni quyidagi jadvalda keltiramiz:

Leksik manipulyativ vositalar nomi	Muhbir nutqida manipulyativ leksemalar	Vazifasi
Evfemizmlar	<i>cut 10% of its workforce, job cuts, layoffs, not fill thousands more open jobs, voluntary buyouts</i>	Salbiy emotsiyani kamaytirish
Ijobiy framing	<i>spends more than ever on AI, increased spending in other areas, more productive workers, dramatically change the way that we work</i>	E'tiborni jalb etish
Legitimatsiya	<i>A key reason for the layoffs is..., increased spending in AI, growing capabilities of AI technology</i>	Asos mavjud ekanligini isbotlash
Statistik manipulyatsiya	<i>10%, 8,000 staff, \$135bn, previous three years combined, 30,000 workers, 10,000, 4,000, 1,000</i>	Statistik ma'lumotlar asos qilinayotganini ko'rsatish
Avtoritetga tayanish	<i>The company told employees..., A spokesman confirmed..., Zuckerberg said..., Reuters reported..., Bloomberg reported..., BBC previously reported...</i>	Turli manbalarga tayanganlikni ko'rsatish
Disfemizm	<i>dystopian, obsessed with AI</i>	Salbiy munosabat bildirish
Metaforik va emotsional manipulyatsiya	<i>braced for weeks, much deeper cut, shedding tens of thousands</i>	Dramatik ruhni namoyon etish

Keltirilgan jadvalda evfemistik birliklar keng qoʻllanilgan boʻlib, ular salbiy maʼnoni yumshatish orqali auditoriyaning emotsional munosabatini yumshatib ifodalaydi. Masalan, *cut 10% of its workforce, job cuts, layoffs, not fill thousands more open jobs, voluntary buyouts* kabi birliklar toʻgʻridan-toʻgʻri “ishdan boʻshatish” kabi ifodalar oʻrnini toʻldirish uchun qoʻllanilgan. Ilmiy jihatdan bu holat manipulyativ evfemizatsiya sifatida talqin qilinadi, bunda til birliklari voqelikni yumshatilgan shaklda aks ettirib, uning salbiy konnotatsiyasini pasaytiradi.

Shu bilan birga, matnda ijobiy framing ham muhim oʻrin egallaydi: *spends more than ever on AI, increased spending in other areas, more productive workers, dramatically change the way that we work* kabi birliklar orqali voqelik innovatsiya va taraqqiyot jarayonida sodir boʻlayotganini bildiradi. Bunday yondashuvda asosiy eʼtibor ish oʻrinlari qisqarishiga emas, balki texnologik rivojlanish va samaradorlik oshishiga qaratiladi. Natijada auditoriya muammoning salbiy jihatlaridan chalgʻib, uni ijobiy jarayon sifatida qabul qilishga moyillashadi.

Matnda kuzatilgan yana bir muhim manipulyativ vosita bu — legitimatsiyadir. *A key reason for the layoffs is..., increased spending in AI, growing capabilities of AI technology* kabi konstruksiyalar orqali ishdan boʻshatish qarori mantiqiy va zarur chora sifatida asoslab beriladi. Bu yerda sabab-oqibat munosabatining sunʼiy ravishda berilishi qarorni ijtimoiy jihatdan oqlaydi. Ilmiy nuqtayi nazardan, bu diskurs orqali asoslash (*justification through discourse*) usuli boʻlib, u adresat ongida qarorning legitimligini mustahkamlaydi.

Yangilikda, shuningdek, statistik manipulyatsiya keng qoʻllanilgan: *10%, 8,000 staff, \$135bn, 30,000 workers, 10,000, 4,000, 1,000* kabi raqamlar obyektivlik va aniqlik taassurotini yaratadi. Biroq ushbu maʼlumotlar selektiv tarzda tanlangan boʻlib, ular kontekstdan uzilgan holda yoki taqqoslash orqali dramatik effekt hosil qiladi.

Diskursda avtoritetga tayanish strategiyasi ham muhim rol oʻynaydi: *The company told employees..., A spokesman confirmed..., Zuckerberg said..., Reuters reported..., Bloomberg reported..., BBC previously reported...* kabi birliklar axborotni ishonchli manbalarga bogʻlaydi. Bu esa matnning ishonchliligini oshiradi va auditoriyani tanqidiy pozitsiyadan qabul qiluvchi pozitsiyaga oʻtkazadi.

Matnda ayrim hollarda disfemizatsiya ham qoʻllanilgan. *dystopian, obsessed with AI* kabi birliklar kompaniya faoliyatini salbiy rangda tasvirlaydi. Shuningdek, metaforik va emotsional manipulyatsiya elementlari ham mavjud. *braced for weeks, much deeper cut, shedding tens of thousands* kabi metaforik birliklar voqelikni dramatisatsiya qiladi va auditoriyada emotsional reaksiya uygʻotadi.

XULOSA. Oʻrganilgan materiallar asosida shuni taʼkidlash mumkinki, zamonaviy jurnalistik diskursda manipulyatsiya murakkab lingvistik hodisa sifatida namoyon boʻladi. Tahlil qilingan muhbir nutqida manipulyativ taʼsir leksik, semantik va diskursiv vositalar bilan ifodalanadi. Xususan, evfemizatsiya orqali salbiy voqelik yumshatiladi, ijobiy framing yordamida esa axborot ijobiy talqinda beriladi. Legitimatsiya strategiyasi orqali qarorlar mantiqiy va asosli koʻrsatiladi, statistik manipulyatsiya esa obyektivlik illuziyasini yaratadi. Avtoritetga tayanish axborotning ishonchliligini oshirsa, disfemizatsiya va metaforik birliklar orqali emotsional taʼsir kuchaytiriladi. Natijada bunday lingvistik vositalar tizimi adresat ongida voqelikning muayyan talqinini shakllantiradi va uni tabiiy hamda muqarrar jarayon sifatida qabul qilishga undaydi. Demak, mediadiskursdagi manipulyatsiya nafaqat til birliklari darajasida, balki butun diskursning tashkil etilish prinsiplari orqali ham amalga oshadi. Bu esa manipulyativ strategiyalarni aniqlash va tahlil qilishni zamonaviy tilshunoslikning dolzarb vazifalaridan biri sifatida belgilaydi.

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