O‘ZBEKISTON DAVLAT JAHON TILLARI UNIVERSITETI HUZURIDAGI ILMIY DARAJALAR BERUVCHI DSc.03/2026/31.01.Fil.45.01 RAQAMLI ILMIY KENGASH

O‘ZBEKISTON DAVLAT JAHON TILLARI UNIVERSITETI

SAIDNAZAROVA SAODAT KURBONBOYEVNA

PUBLITSISTIKADA MANIPULYATIV BELGILARNING LINGVOPRAGMATIK ASPEKTI

(ingliz va o‘zbek gazeta matnlari misolida)

10.00.13 – Qiyosiy va chog‘ishtirma tilshunoslik

Filologiya fanlari bo‘yicha falsafa doktori (PhD) dissertatsiyasi AVTOREFERATI

Toshkent – 2026

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Content of Dissertation Abstract of the Doctor of Philosophy (PhD) on Philological Sciences

Оглавление автореферата диссертации доктора философии (PhD) по филологическим наукам

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Falsafa doktori (PhD) dissertatsiyasi O‘zbekiston davlat jahon tillari universitetida bajarilgan.

Dissertatsiya avtoreferati uch tilda (o‘zbek, ingliz, rus (rezyume), Ilmiy kengashning veb sahifasida (www.uzswlu.uz) va “ZiyoNet” Axborot-ta’lim portalining (www.ziyonet.uz) joylashtirilgan.

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Dissertatsiya bilan O‘zbekiston davlat jahon tillari universitetining Axborot-resursmarkazida tanishish mumkin (___ raqami bilan ro‘yxatga olingan). Manzil: 100138, Toshkent shahri, Uchtepa tumani, Kichik xalqa yo‘li ko‘chasi, 21A-uy.Tel.: (99871)230-12-91, faks: (99871) 230-12-92.

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KIRISH (falsafa doktori (PhD) dissertatsiyasi annotatsiyasi)

Dissertatsiya mavzusining dolzarbligi va zarurati. Jahon tilshunosligida ommaviy axborot vositalaridagi manipulyativ ta’sirning lisoniy mexanizmlari va pragmatik xususiyatlari o‘rganilmoqda. Manipulyatsiya adresatning qarashlari, munosabati va xulq-atvoriga bilvosita ta’sir ko‘rsatishga qaratilgan kommunikativ jarayondir. Bu ta’sir ijtimoiy-siyosiy va madaniy muloqotda turli strategiya hamda taktikalar orqali amalga oshiriladi va bu ayniqsa zamonaqiy gazeta-publitsistik matnlarda manipulyativ strategiya va taktikalarni tizimlashtirish dolzarb masalalardan biri hisoblanadi. Shuningdek, zamonaviy tilshunoslikda ularning leksik, sintaktik va semantik vositalar orqali voqelanishini qiyosiy tahlil qilish hamda manipulyativ belgilarning lingvopragmatik vazifalari va milliy-madaniy xususiyatlarini tadqiqi qilishga extiyoj zarur. Dissertatsiya mavzusining dolzarbligi ingliz va o‘zbek gazeta-publitsistik matnlarida manipulyativ ta’sirning lisoniy mexanizmlarini qiyosiy o‘rganish zarurati bilan belgilanadi. Mazkur mexanizmlarning kommunikativ vazifalari va madaniy kontekstda voqelanishini aniqlash tadqiqotning ilmiy zaruratini asoslaydi.

Dunyo tilshunosligida mediadiskursning manipulyativ ta’sir mexanizmlari keng o‘rganilmoqda. Buyuk Britaniya va AQSh tilshunosligida baholash kategoriyasi, argumentatsiya va freymlashning lingvopragmatik xususiyatlari tadqiq etiladi. Germaniya va Avstriyada manipulyativ ta’sir hokimiyat, mafkura va ijtimoiy voqelikning til vositalari orqali ifodalanishi bilan bog‘liq holda o‘rganiladi. Niderlandiya va Ispaniyada esa mediadiskursning kognitiv mexanizmlari, xususan, adresat ongida bilim va ishonch modellarining shakllanishi tahlil qilinadi. Rossiya, Qozog‘iston va Belarus tilshunosligida gazeta-publitsistik matnlarning funksional-uslubiy xususiyatlari, baholash vositalari va janriy-kompozitsion tuzilishi tadqiq etiladi. Manipulyativ ta’sir nutqiy strategiya va taktikalar orqali amalga oshiriladigan kommunikativ jarayon sifatida talqin qilinadi. Bunda sarlavha, lid va iqtiboslarning lingvopragmatik vazifalariga e’tibor qaratiladi. Gazeta-publitsistik matnlarda manipulyativ ta’sir ochiq va implitsit shakllarda namoyon bo‘ladi. Modallik, presuppozitsiya, nominatsiya va metaforik freymlar adresatning voqelikni idrok etishi hamda baholashiga ta’sir ko‘rsatishi mumkin. Mazkur nazariy yondashuvlar ingliz va o‘zbek gazeta-publitsistik matnlaridagi manipulyativ belgilarning lingvopragmatik vazifalari va lingvomadaniy xususiyatlarini qiyosiy tadqiq etish uchun asos bo‘lib xizmat qiladi.

O‘zbek tilshunosligida gazeta-publitsistik uslubning manipulyativ belgilarini o‘rganish ommaviy axborot vositalarining jamiyat hayotidagi o‘rni bilan bog‘liq. Gazeta-publitsistik matn ijtimoiy voqelikni yoritish bilan birga, jamoatchilik fikriga ham ta’sir ko‘rsatadi. Bunda axborotni tanlash, baholash va talqin qilish til vositalari orqali amalga oshiriladi. Bu jarayon gazeta-publitsistik matnning funksional-uslubiy va lingvopragmatik xususiyatlarini o‘zaro bog‘liq holda tadqiq etishni taqozo qiladi. Xususan, “Ilm-fan, ma’rifat sohasi vakillari har tomonlama qo’llab-quvvatlanayotgani, intellektual boylikning qadr topayotgani xalqimizning tarixi,

mentaliteti, asriy qadriyatlari, orzu-umidlari bilan bevosita bog'liq"[1] hamda "Keyingi yillarda yurtimizda ro'y berayotgan tarixiy o'zgarishlar natijasida ommaviy axborot vositalarini erkin fikr minbariga, xalqimiz manfaatlarining faol himoyachisiga aylantirish uchun mustahkam huquqiy zamin, ijtimoiy muhit yaratildi. Milliy matbuotimizning tamal toshini qo'ygan jadid bobolarimizning: "Matbuot fikrlar tilmochi, millat va el-yurt rivoji yo'lida xizmatchi, odamlar ongu shuurining quyoshi, har kimning vijdoniga tutilgan ko'zgu bo'lmog'i lozim" degan fikrlari hozirgi kunimiz uchun ham g'oyat muhim ahamiyatga ega ekanini ta'kidlashimiz tabiiydir [2] degan fikrlari ushbu dissertatsiya doirasida milliy qadriyatlar, tarixiy xotira va madaniy mansublikni ifodalovchi birliklar esa uning lingvomadaniy xususiyatlarini yuzaga chiqaradi. Shu jihatdan ingliz va o'zbek gazeta-publitsistik matnlarini qiyosiy o'rganish manipulyativ ta'sir mexanizmlarining umumiy va milliy-madaniy xususiyatlarini aniqlashga imkon beradi.

Hozirda o'zbek jamiyatining turli sohalarida muayyan maqsadga yo'naltirilgan islohotlar olib borilishi natijasida tilshunoslikning turli yo'nalishlarida tadqiqi yangi paradigmalarni qo'llash bilan bog'liq harakatlar yuzaga keldi. O'zbekiston Respublikasi Prezidentining 2019-yil 21-oktabrdagi PF-5850-son "O'zbek tilining davlat tili sifatidagi nufuzi va mavqeini tubdan oshirish chora-tadbirlari to'g'risida"gi, 2020-yil 20-oktabrdagi PF-6084-son "Mamlakatimizda o'zbek tilini yanada rivojlantirish va til siyosatini takomillashtirish chora-tadbirlari to'g'risida"gi, 2020-yil 29-oktabrdagi "Ilm-fanni 2030-yilgacha rivojlantirish konsepsiyasini tasdiqlash to'g'risida"gi PF-6097-son farmonlari; Vazirlar Mahkamasining 2017-yil 11-avgustdagi 610-son, "Ta'lim muassasalarida chet tillarini o'qitishning sifatini yanada takomillashtirish chora-tadbirlari to'g'risida"gi, 2020-yil 11-martdagi 139-son", "O'zbek tili va adabiyoti bo'yicha fundamental va amaliy tadqiqotlar samaradorligini yanada oshirish chora-tadbirlari to'g'risida"gi, O'zbekiston Respublikasi Prezidentining 2017-yil 7-fevraldagi PF-4947-son "2017-2021 yillarda O'zbekiston Respublikasini yanada rivojlantirish bo'yicha Harakatlar stretegiyasi to'g'risida"gi[3], 2019-yil 2-fevraldagi PF-5653-son "Axborot sohasi va ommaviy kommunikatsiyalarni yanada rivojlantirishga oid qo'shimcha chora-tadbirlar to'g'risida"[4]gi farmonlari, 2017-yil 20-apreldagi PQ-2909-son "Oliy ta'lim tizimini yanada rivojlantirish chora-tadbirlari to'g'risida"[5]gi qarori, 2026-yil 21-oktabrdai O'RQ-1184-son "Lotin yozuviga asoslangan o'zbek alifbosini joriy etish

[1] Президент Шавкат Мирзиёев Ўзбекистон Республикаси мустақиллигининг йигирма тўққиз йиллигига бағишланган тантанали маросимдаги нутқи. http://insonhuquqlari.uz/uz/news/ozbekiston-yangi-renessans-markaziga-aylanmoqda.

[2] https://president.uz/uz/lists/view/6442

[3] Ўзбекистон Республикаси Президентининг «2017-2021 йилларда Ўзбекистон Республикасини янада ривожлантириш бўйича Ҳаракатлар стретегияси тўғрисида»ги ПФ-4947-сон фармони. www.uza.uz. 08.02.2017.

[4] Ўзбекистон Республикаси Президентининг «Ахборот соҳаси ва оммавий коммуникацияларни янада ривожлантиришга оид қўшимча чора-тадбирлар тўғрисида»ги ПФ-5653-сон фармони. www.uza.uz. 02.02.2019.

[5]Ўзбекистон Республикаси Президентининг «Олий таълим тизимини янада ривожлантириш чора-тадбирлари тўғрисида»ги ПҚ-2909-сон қарори. www.uza.uz. 20.04.2017.

to‘g‘risida”[6] gi O‘zbekiston Respublikasining qonuni hamda mazkur faoliyatga tegishli boshqa me’yoriy-huquqiy hujjatlarda belgilangan vazifalarni amalga oshirishda ushbu dissertatsiya tadqiqoti muayyan darajada xizmat qiladi.

Tadqiqotning respublika fan va texnologiyalari rivojlanishining ustuvor yo‘nalishlariga mosligi. Tadqiqot respublika fan va texnologiyalar rivojlanishining I. “Axborotlashgan jamiyat va demokratik davlatni ijtimoiy, huquqiy, iqtisodiy, madaniy, ma’naviy-ma’rifiy rivojlantirish, innovatsion iqtisodiyotni rivojlantirish” ustuvor yo‘nalishi doirasida amalga oshirilgan.

Muammoning o‘rganilganlik darajasi. Mamlakatimiz tilshunosligida media tilini ilmiy jihatdan o‘rganishga qaratilgan tadqiqotlar salmoqli o‘rin tutadi. Jumladan, ommaviy axborot vositalari tilining turli qirralarini tahlil etishga bag‘ishlangan ishlar A.Abdusaidov, I.Y.Toshaliyev, D.M.Teshabayeva, A.X.Mirzajonov, D.S.Xudoyberganova, M.I.Israil, L.I.Toshmuxamedova, E.A.Begmatov, Sh.A.Usmonova, M.R.Artikova, Sh.B.Djabbarova, S.D.Sa’dullayev, S.Shomaqsudova, Y.R.Odilov, S.A.Atkamova, N.Yaxyayeva[7] va boshqalar tomonidan amalga oshirilgan ilmiy izlanishlar shular jumlasidandir.

Tilning lingvopragmatik xususiyatlari o‘zbek tilshunos olimlari Sh.Safarov, M.Xakimov, D.Bobojonov[8] tomonidan o‘rganilgan.

Jahon tilshunosligida media tiliga bag‘ishlangan bir qator salmoqli tadqiqotlar amalga oshirilgan. Bular qatoriga, avvalo, D.Tannen, T.G.Dobrosklonskaya, D.N.Shmelev, S.I.Bernshteyn, V.G.Kostomarov, X.Xamilton, R.Fauler, N.Farklau, D.Mattenson, D.Shifrin, A.N.Vasileva, M.Montgomeri, S.I.Treskova, I.P.Lisakova Y.V.Rojdestvenskiy, G.Y.Solganik, B.V.Krivenkolar[9] salmoqli hissa qo‘shganlar.

[6]O‘zbekiston Respublikasining Qonuni “Lotin yozuviga asoslangan o‘zbek alifbosini joriy etish to‘g‘risida”gi O‘RQ-1184-son qarori. www.uza.uz. 21.10.2026.

[7] Абдусаидов А. Газета жанрларининг тил хусусиятлари. Филол.фан. д… дис. – Самарқанд, 2005; Бакиева Г.Х., Тешабаева Д.М. Оммавий ахборот тили. – Тошкент.: O‘zkitobsavdo nashriyot, 2019; Бакиева Г.Х, Тешабаева Д.М. Медиамаконда матн. – Тошкент, 2019; Тешабаева Д.М., Бакиева Г.Х., Исраил М.И., Тошмухамедова Л.И., Нуритдинова М.Ч. Журналистика. III жилд. Медиалингвистика ва таҳрир. – Тошкент: Ozbekiston, 2019; Тешабаева Д.М. Оммавий ахборот воситалари тилининг нутқ маданияти аспектида тадқиқи (Ўзбекистон Республикаси ОАВ мисолида): Филол. фан. д. .дис. – Тошкент, 2012; Худойберганова Д.С. Ўзбек тилидаги бадиий матнларнинг антропоцентрик талқини: Филол.фан. д.. дис. – Тошкент, 2015; Shomaksudova S., Israil M. OAVda yozma matn. Nutq va munozara. – Тошкент.: Iqtisod-Moliya, 2018; Қўнғуров Р., Бегматов Э., Тожиев Ё. Нутқ маданияти асослари. – Тошкент.: Ўқитувчи. 1992; Мирзажонов А.Х. Современное понимание медиатекста в условиях конвергенции СМИ // Global science and innovations 2020: Central Asia. – Нур-Султан, 2020; Одилов Ё.Р. Глобаллашув даври публицистикаси тилининг тараққиёти. – Т.: Нодирабегим, 2020. – 140 б; Усмонова Ш.А. Медиадискурсда газета тили тенденциялари (ўзбек ва инглиз тиллари мисолида): филол. фан. бўйича фалсафа доктори (PhD) дисс. – Тошкент. 2021.–136.б.; Артиқова М.Р. Медиаматнда прецедентлик феноменининг лингвомаданий аспекти (ўзбек ва испан газеталари мисолида). Филол. фан... фалсафа доктори (PhD) дис. – Тошкент. 2022. –157 б. Актамова С.А. Фразеологизм медиаматнда ифодалаш ва баҳолашнинг услубий воситаси сифатида (турли тизимли тиллар газета матнлари асосида). Филол. фан... фалсафа д... (PhD) дис. – Тошкент. 2022. –153 б.; Джаббарова Ш.Б. Медиадискурсда муқобилсиз лексиканинг лингвомаданий аспектида тадқиқи (ўзбек, инглиз ва рус матбуоти мисолида). Филол.фан.фалсафа доктори (PhD)... автореф. – Тошкент, - 51 с.; Yaxyayeva N.X. Mediamatnda umuminsoniy qadriyatlar tizimining lingvokulturologik tadqiqi (ingliz va o‘zbek tillari misolida). Filol.fan.falsafa doktori (PhD)...dis.avtor. – Toshkent, 2023. –54 б.

8 Safarov Sh. Pragmalingvistika. Monografiya. – T.: O‘zME, 2008. – 318 b.; Xakimov M. O‘zbek pragmalingvistikasi asoslari. – T.: Akademnashr, 2013. – 176 b.; Bobojonov D.J. Gazeta sarlavhalarining pragmatik va lingvomadaniy tadqiqi (ingliz va o‘zbek tillari misolida). Fil.f.fal.d. (PhD) diss. – Nukus, 2025. – 131 b.

9 Teun A. van Dijk. Elite Discourse and Racism. – USA, 1993; Fowler R. Language in the News: Discourse and Ideology in the Press. – London, 1991 – 254 p.; Fairclough N. Analysing Discourse: Textual Analysis for Social Research. – Routledge, 2003. – 288 p.; Mattheson D. Media Discourses: Analysing Media Texts. Issues in Cultural and Media Studies. – Open University Press, 2005. – 224 p.; Montgomery M. Discourse of Broadcast News. A

Mediamatnlarda manipulyatsiya masalasini o‘rganish I.G.Kateneva, A.P.Chudinov, V.Ye.Chernyavskaya, T.I.Frolova, A.A.Filinskiy, M.Yu. Fedosyuk, S.S.Ujakina, Ye.F.Tarasov, A.A.Strijenko, K.F.Sedov, Ye.I.Pronin, Ye.S.Popova, V.N.Pankratov, L.A.Nefedova, V.Myagkix, K.Kiuru, I.O.Mironova, Ye.Lubyanoy[10] kabi tadqiqotchilar tomonidan amalga oshirilgan.

Dissertatsiya tadqiqotining dissertatsiya bajarilgan oliy ta’lim muassasasining ilmiy-tadqiqot ishlari rejasi bilan bog‘liqligi. Tadqiqot ishi O‘zbekiston davlat jahon tillari universiteti Ingliz tili amaliy tarjima kafedrasi ilmiy-tadqiqot ishlari rejasining “Til va tarjima birliklarining lingvistik va ekstralingvistik masalalarini tadqiq etish” mavzusi doirasida bajarilgan.

Tadqiqotning maqsadi. Ingliz va o‘zbek gazeta-publitsistik matnlarida manipulyativ ta’sirning leksik, sintaktik va semantik mexanizmlarini aniqlash, manipulyativ belgilarning lingvopragmatik vazifalari, nutqiy strategiya va taktikalari hamda lingvomadaniy xususiyatlarini chog‘ishtirma asosda tadqiq etishdan iborat.

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zamonaviy tilshunoslikda gazeta-publitsistik uslubning nazariy asoslari va janriy-uslubiy xususiyatlarini yoritish, manipulyativ ta’sirning mohiyati hamda funksional belgilarini aniqlash;

ingliz va o‘zbek gazeta-publitsistik matnlarida manipulyativ ta’sirning leksik va sintaktik vositalarini aniqlash, ularning baholash xususiyatlari hamda kommunikativ vazifalarini chog‘ishtirma tahlil qilish;

manipulyativ ta’sirning semantik mexanizmlarini nominatsiya, baholovchi ma’no, presuppozitsiya, implitsit mazmun va ma’no ko‘chishi asosida tavsiflash;

manipulyativ ta’sir strategiyalari va taktikalarining lingvopragmatik xususiyatlarini aniqlash, pragmemalarning manipulyativ vazifalari hamda ularning til vositalari orqali voqelanish mexanizmlarini chog‘ishtirma asosda tadqiq etish;

ingliz va o‘zbek gazeta-publitsistik matnlarida manipulyativ belgilarning milliy qadriyatlar, tarixiy xotira va madaniy mansublik bilan bog‘liq lingvomadaniy xususiyatlarini aniqlash hamda qiyosiy tahlil qilish.

Tadqiqotning obyekti sifatida ingliz tilidagi “The New York Times”, “The Washington Post” hamda o‘zbek tilidagi “Yangi O‘zbekiston”, “Xalq so‘zi” gazetalari va manipulyativ belgilar voqelangan gazeta-publitsistik matnlar tanlangan.

Tadqiqotning predmeti: ingliz va o‘zbek gazeta-publitsistik matnlarida manipulyativ belgilarning leksik, sintaktik va semantik vositalar orqali ifodalanishi, ularning lingvopragmatik vazifalari hamda lingvomadaniy xususiyatlari tashkil etadi.

Tadqiqotning usullari: Tadqiqotda tavsifiy, chog‘ishtirma, komponent tahlil, kontekstual tahlil, diskurs tahlili, lingvopragmatik va lingvomadaniy tahlil usullaridan foydalanildi.

Tadqiqotning ilmiy yangiligi quyidagilardan iborat:

ingliz va o‘zbek gazeta-publitsistik matnlarida manipulyativ belgilarning leksik-semantik, sintaktik va lingvopragmatik darajalarda voqelanishi *standartlik* → *ekspressivlik* hamda *antistandartlik* → *antiekspressivlik* munosabatlari hamda institutsional diskurs me’yorlari doirasida eksplitsit va implitsit shakllarda namoyon bo‘lish xususiyatlari chog‘ishtirma asosda dalillangan;

ingliz va o‘zbek gazeta-publitsistik matnlarida manipulyativ ta’sirning strategik maqsad, nutqiy taktika, ta’sir usuli va til vositalari o‘rtasidagi o‘zaro munosabatga asoslangan chog‘ishtirma modeli ishlab chiqilib, manipulyativ belgilarning kommunikativ maqsadga muvofiq voqelanish qonuniyatlari aniqlangan;

ingliz va o‘zbek gazeta-publitsistik matnlarida manipulyativ ta’sirning illokutiv va perlokutiv xususiyatlari “*illokutsiya – perlokutsiya – manipulyativ ta’sir”* munosabati asosida ochib berilib, adresat diqqatini yo‘naltirish, voqelikni idrok etish va baholashga ta’sir ko‘rsatishning umumiy hamda milliy-madaniy jihatdan farqlanuvchi lingvopragmatik mexanizmlari dalillangan;

ingliz gazeta-publitsistik matnlarida institutsional neytrallik, siyosiy-huquqiy nominatsiya va implitsit baholash, o‘zbek gazeta-publitsistik matnlarida esa ijtimoiy birdamlik, hurmat, milliy qadriyatlar va jamoaviy mas’uliyat bilan bog‘liq

manipulyativ belgilarning lingvomadaniy xususiyatlari aniqlanib, ularning madaniy kontekstda voqelanishidagi umumiy va farqli jihatlar chog‘ishtirma asosda dalillangan.

Tadqiqotning amaliy natijalari quyidagilardan iborat:

ingliz va o‘zbek gazeta-publitsistik matnlarida manipulyativ ta’sirni yuzaga chiqaruvchi leksik, sintaktik va semantik vositalar aniqlanib, ularning lingvopragmatik vazifalari bo‘yicha tasnifi ishlab chiqilgan;

manipulyativ ta’sir strategiyalari, nutqiy taktikalar va ularni amalga oshiruvchi til vositalarining o‘zaro munosabati tizimlashtirilgan. Mazkur vositalarning milliy qadriyatlar va madaniy kontekst bilan bog‘liq xususiyatlari qiyosiy tahlil qilingan;

baholovchi nominatsiya, eksplitsit va implitsit ma’no, presuppozitsiya, freymlash hamda semantik o‘zgarishlar asosida manipulyativ ta’sirni aniqlash mezonlari ishlab chiqilgan. Ushbu mezonlar gazeta-publitsistik matnlardagi yashirin ta’sir vositalarini aniqlash va matn mazmunini lingvopragmatik jihatdan tahlil qilishga xizmat qiladi;

tadqiqot natijalari asosida ingliz va o‘zbek gazeta-publitsistik matnlaridagi manipulyativ belgilarni aniqlash va tavsiflash imkoniyatlari asoslangan. Olingan natijalardan mediamatn tahlili, mediasavodxonlik va tahrir amaliyotida foydalanish yo‘llari belgilangan.

Tadqiqot natijalarining ishonchliligi.

Tadqiqot natijalarining ishonchliligi tanlangan til materiallarining maqsad va vazifalarga muvofiqligi bilan belgilanadi. Ingliz va o‘zbek gazeta-publitsistik matnlari tavsifiy, chog‘ishtirma, semantik, kontekstual va lingvopragmatik tahlil usullari asosida o‘rganilgan. Manipulyativ belgilarning leksik, sintaktik va semantik xususiyatlari matnning kommunikativ maqsadi bilan bog‘liq holda tahlil qilingan.

Baholovchi nominatsiya, eksplitsit va implitsit ma’no, presuppozitsiya hamda sintaktik qurilmalar orqali yuzaga keladigan ta’sir mexanizmlari aniqlangan. Ularning adresat idroki va baholashiga ta’sir ko‘rsatish imkoniyatlari lingvopragmatik va lingvomadaniy mezonlar asosida izohlangan. Qiyosiy tahlil natijalari asosida manipulyativ belgilarning umumiy va farqli xususiyatlari yuzasidan ilmiy xulosalar chiqarilgan.

Tadqiqot natijalarining ilmiy va amaliy ahamiyati.

Tadqiqot natijalarining ilmiy ahamiyati ingliz va o‘zbek gazeta-publitsistik matnlarida manipulyativ ta’sirning lingvistik mexanizmlari qiyosiy asosda yoritilganligi bilan belgilanadi. Manipulyativ belgilarning leksik, sintaktik, semantik va lingvopragmatik xususiyatlari tizimlashtirilgan. Ularning nutqiy strategiya va taktikalar bilan bog‘liqligi nazariy jihatdan asoslangan. Tadqiqot xulosalari medialingvistika, pragmalingvistika, diskurs tahlili va lingvomadaniyatshunoslikda manipulyativ ta’sirni o‘rganishga xizmat qiladi. Jumladan, mediamatnda implitsit mazmunning shakllanishi, baholash vositalarining pragmatik vazifalari va milliy-madaniy omillarning ta’sirini izohlash uchun ilmiy asos bo‘la oladi. Ishlab chiqilgan chog‘ishtirma model manipulyativ strategiya va taktikalarning umumiy hamda milliy-madaniy xususiyatlarini farqlash imkonini beradi.

Tadqiqot natijalarining amaliy ahamiyati olingan xulosalardan oliy ta’lim tizimida foydalanish imkoniyatlari bilan belgilanadi. Xususan, ular “Medialingvistika”, “Gazeta tili va uslubi”, “Leksikologiya”, “Umumiy tilshunoslik”, “Lingvomadaniyatshunoslik”, “Pragmalingvistika” va “Media tarjima” fanlarini o‘qitishda qo‘llanilishi mumkin. Tadqiqot materiallari asosida darsliklar, o‘quv qo‘llanmalar va maxsus kurslar uchun ilmiy-uslubiy materiallar tayyorlash mumkin. Olingan natijalar mediamatnni lingvopragmatik tahlil qilish, manipulyativ belgilarni aniqlash va tarjimada pragmatik mazmunni talqin etish uchun ham amaliy asos bo‘lib xizmat qiladi.

Tadqiqot natijalarining joriy qilinishi. Publitsistikada manipulyativ belgilarning lingvopragmatik aspektini (ingliz va o‘zbek gazeta matnlari misolida) tadqiq etish bo‘yicha olingan ilmiy natijalar va amaliy takliflar asosida:

ingliz va o‘zbek gazeta-publitsistik uslubda ta’sir kuchini ta’minlovchi ko‘p darajali *leksik – semantik – sintaktik – pragmatik* tizimni tavsiflash orqali ushbu tizimda manipulyatsiya belgilarining har bir darajadagi ko‘rinishi, xususan leksik tanlov, semantik modellash hamda sintaktik konfiguratsiya o‘zaro funksional bog‘liqlikda namoyon bo‘lishi ko‘p hollarda, institutsional nutq me’yorlari va standartlashgan birliklar tarkibida ochiq yoki yashirin shaklda barqarorlashuvi dalillanganligi kabi ilmiy natijalardan “Hurriyat” mustaqil gazetasi (O‘zbekiston Respublikasi “Hurriyat” mustaqil gazetasining 2026-yil 05-fevraldagi 05/02-26-son ma’lumotnomasi), hamda “Jadid” adabiy, ilmiy-ma’rifiy va ijtimoiy haftalik gazetasining ruknlarini tayyorlashda foydalanilgan (O‘zbekiston Respublikasi “Jadid” adabiy, ilmiy-ma’rifiy va ijtimoiy haftalik gazetasining 2026-yil 04-fevraldagi 126-son ma’lumotnomasi). Natijada gazeta-publitsistik matlarni tahlil qilish hamda manipulyatsiya fenomenini tanqidiy o’rganish jarayonlariga yanada kengroq imkoniyat yaratilgan;

manipulyativ ta’sirning amalga oshish mexanizmini strategik maqsad, taktik harakatlar, amalga oshirish usullari hamda ularni ta’minlovchi lisoniy vositalar uyg‘unligi nuqtai nazaridan chog‘ishtirma model sifatida ishlab chiqish va tavsiflash, gazeta-publitsistik matnlarda manipulyatsiyaning amal qilish qonuniyatlarini aniqlashga oid ilmiy xulosalar hamda taqdim etilgan materiallardan Toshkent davlat o‘zbek tili va adabiyoti universitetining 2020 – 2023-yillarga mo‘ljallangan AM-F3-201908172 “O‘zbek tilining ta’limiy korpusini yaratish” mavzusidagi amaliy loyihasida foydalanilgan. (Toshkent davlat o‘zbek tili va adabiyoti universitetining 27.06.2026 yildagi 1/4-2511-son ma’lumotnomasi). Natijalar o‘zbek tilidagi publitsistik matnlarning lingvopragmatik xususiyatlarini aniqlash, manipulyativ ta’sirni ifodalovchi strategiya, taktika va lisoniy vositalarni tavsiflash hamda korpus materiallarini shakllantirishga xizmat qilgan;

ingliz va o‘zbek gazeta-publitsistik matnlarida turli gazeta janrlarida til vositalarining mediamatn ta’sirchanligini oshirishdagi roli hamda auditoriyani diqqatini axborotga yo‘naltirishda emotsional ta’sir o‘tkazish kabi universal mexanizmlarining illokutsiya – perlokutsiya – manipulyatsiya modeli asosida har ikki tilda ham amal qilishi dalillanganligi kabi tadqiqot natijalaridan Termiz davlat universitetida 2021-2025-yillarda amalga oshirilgan 617309-EPP-1-2020-1-

EPPKA2-CBHE-JP raqamli “TRIGGER” ilmiy-amaliy loyihasi doirasida foydalanilgan (Termiz davlat universitetining 30.06.2026 yildagi 06/12-261-son ma’lumotnomasi). Mazkur natijalar loyiha doirasida tayyorlangan o‘quv-uslubiy va axborot materiallarining mazmunini shakllantirishda qo‘llanilgan. Shuningdek ushbu ilmiy yangilik natijalaridan “XXI asr” ijtimoiy-siyosiy gazetasi matnlarini shakllantirishda foydalanildi. (O‘zbekiston Respublikasi “XXI asr” ijtimoiy-siyosiy gazetasining 2026-yil 03-martdagi 1711-son ma’lumotnomasi). Natijada ingliz va o‘zbek gazeta-publitsistik matnlarida manipulyativ va emotsional ta’sirni yuzaga keltiruvchi universal kommunikativ mexanizmlarning amal qilish qonuniyatlari asosida publitsistik materiallarning pragmatik va ta’sirchanlik xususiyatlari takomillashtirildi, auditoriyaning axborotni qabul qilish va interpretatsiya qilish jarayoniga maqsadli ta’sir ko‘rsatish samaradorligi oshirildi;

ingliz gazeta publitsistik uslubida ommaviy muloqot me’yorlari, huquqiy-siyosiy institutsional neytrallikka intilish ko’p hollarda yashirin manipulyativ vositalar orqali, o‘zbek gazeta publisistik mediamatnida esa ijtimoiy birdamlik, hurmat, an’anaviy qadriyatlar, jamoaviy mas’uliyat kabi konseptlar manipulyativ belgilarni madaniy kontekst va qadriyatlar bilan bog‘liqligi asoslanganligi kabi tadqiqot natijalaridan O‘zbekiston davlat jahon tillari universitetida 2024 – 2025 yillarda Britaniya Kengashi (British Council) ko‘magida amalga oshirilgan “English as a school subject in basic education: influencing future policy directions” nomli xalqaro ilmiy tadqiqot loyihasida foydalanilgan (O‘zbekiston davlat jahon tillari universitetining 23.09.2026 yildagi 11-25/944-son ma’lumotnomasi) hamda “Umrboqiy meros” O'zbekiston madaniyati va san'ati targ’ibot markazi 2022 – 2024 – yillarda Yaponiya akademik almashinuv xizmati IRCI tomonidan moliyalashtirilgan APC2C/10-sonli “Sustainable Collection of Research Data for the Protection of Intangible Cultural Heritage: Focus on Central Asia and Small Island Developing States (2022-2024 Fiscal Year)” nomli fundamental loyihada foydalanildi (O'zbekiston madaniyati va san'ati targ’ibot markazining 21.07.2026 yildagi 10-son ma’lumotnomasi). Natijada, mazkur ilmiy xulosalar ingliz va o‘zbek gazeta-publitsistik mediamatnlarida manipulyativ belgilarning milliy-madaniy va lingvopragmatik xususiyatlarini qiyosiy yoritish, turli madaniy kontekstlarda ommaviy muloqot me’yorlari, qadriyatlar va manipulyativ ta’sir mexanizmlarining o‘zaro bog‘liqligini aniqlash hamda loyiha doirasida ilmiy-tahliliy materiallarni ishlab chiqishga xizmat qilgan.

Tadqiqot natijalarining aprobatsiyasi. Mazkur tadqiqot 5 ta xalqaro va 5 ta respublika ilmiy-amaliy anjumanida muhokamadan o‘tkazilgan.

Tadqiqot natijalarining e’lon qilinganligi. Dissertatsiya mavzusi bo‘yicha jami 15 ta ilmiy ish, jumladan, O‘zbekiston Respublikasi Oliy attestatsiya komissiyasining dissertatsiyalari asosiy ilmiy natijalarini chop etish tavsiya etilgan ilmiy nashrlarda 3 ta maqola chop etilgan.

Dissertatsiyaning tuzilishi va hajmi. Dissertatsiya tarkibi kirish, uch bob, xulosa, foydalanilgan adabiyotlar ro‘yxatidan iborat. Dissertatsiyaning umumiy hajmi 157 betni tashkil etadi.

DISSERTATSIYANING ASOSIY MAZMUNI

Kirish qismida mavzuning dolzarbligi va zaruriyati asoslangan, dissertatsiyaning maqsadi, vazifalari, metodlari tavsiflangan, obyekti, predmeti aniqlangan, uning respublika fan va texnologiyalari rivojlanishining ustuvor yo‘nalishlariga mosligi ko‘rsatilgan, tadqiqotning ilmiy yangiligi, amaliy ahamiyati ochib berilgan, tadqiqotning natijalarini amaliyotga joriy qilinishi, aprobatsiyasi, nashr etilgan ishlar bo‘yicha ma’lumotlar, ishning ilmiy yangiligi, olingan natijalarning ishonchliligi, ilmiy-amaliy ahamiyati asoslab berilgan, dissertatsiyaning tuzilishi hamda hajmi bo‘yicha ma’lumotlar keltirilgan.

Dissertatsiyaning **“JAHON TILSHUNOSLIGIDA MEDIAMAKONDA MANIPULYATIV BELGILARNING ILMIY-NAZARIY ASOSLARI”** deb nomlangan birinchi bobi mantiqiy jihatdan o‘zaro bog‘liq quyidagi fasllardan tashkil topgan: unda, avvalo, publitsistika tilshunoslikning o‘rganilish obyekti sifatida tahlil qilinadi; shundan so‘ng zamonaviy tilshunoslik doirasida gazeta-publitsistik uslubning nazariy talqini yoritiladi; yakunda esa gazeta-publitsistik diskursning manipulyativ funksiyalari izchil ravishda ochib beriladi.

Publitsistika jamoatchilikka ta’sir ko‘rsatishga qodir eng faol nutqiy ko‘rinishlardan biri sifatida e’tirof etiladi. Uning mohiyatida axborot berish, voqelikni sharhlash va ijtimoiy fikrni ma’lum yo‘nalishga solish vazifalari bir vaqtning o‘zida amal qiladi. Shu bois publitsistik matn tilning oddiy kommunikativ imkoniyatlaridan kengroq bo‘lgan, ijtimoiy-axborot muhitini shakllantiradigan semiotik tizim sifatida namoyon bo‘ladi. Unda fakt, baholash va muallifning kommunikativ niyati doimo yonma-yon kelib, o‘quvchida muayyan anglash, qabul va munosabat shaklini vujudga keltiradi. Zero, “Jahon publitsistikasi – ulkan ko‘zgu, yagona axboriy manzara, har bir xalqning o‘z haq-huquqi uchun kurashi bitilgan beqiyos ensiklopediya. Basharti mahalliy hokimiyatlar milliy jurnalistika va publitsistikani to‘rtinchi hokimiyat sifatida tan olmasalar, u holda to‘rtinchi hokimiyat bo‘lib xalqaro jurnalistika va publitsistika maydonga chiqadi va uni mahv etadigan kuch topilmay qoladi, zero publitsistika – butun bashariyat ma’naviy tirikligining yetakchi va jozibador shakllaridan biridir”[11] va “... har bir jurnalist, publitsist, ijodkor o‘z asarlarida o‘z millatining hayoti, ruhi, fikr-o‘ylari, quvonch va tashvishlarini aks ettirishi, milliy qadriyatlarga suyanishi shart”[12]. Shu nuqtai nazardan, tilshunoslikda publitsistikani o‘rganishda uning bevosita lisoniy tavsifidan tashqari, jamiyatning umumiy kommunikativ muhiti, davlat siyosatidagi ustuvor tendensiyalar, ko‘p omilli ijtimoiy jarayonlar bilan bog‘liq holda tahlil qilish muhim ahamiyat kasb etadi. Chunki publitsistik matnning ta’sirchanligi va pragmatik imkoniyatlari aynan shu tashqi omillar bilan o‘zaro bog‘liq holda shakllanadi. Natijada ushbu uslub lingvistik muhitning sodda qismi emas, balki jamiyatdagi ma’naviy, siyosiy va ideologik harakatlanishlarning o‘ziga xos indikatori sifatida e’tirof etiladi.

[11] Машарипова Т. Публицистика назариясида асарнинг мазмун ва шакл муаммолари (Қорақалпоғистон Республикаси матбуоти материаллари мисолида). Филол. бўйича фалсафа док.и (PhD) дис.автор. – Тошкент, 2017. – 49 б. –Б.12.

[12] Худойқулов М. Ўзбек ҳажвий публицистикасининг шаклланиш тамойиллари (XIX аср охири – XX аср ўрталари ўзбек матбуоти материаллари асосида): Филол. фанлари доктори ... дис. – Тошкент, 2001. – 293 б.

Tadqiqotda o‘zbek publitsistikasining taraqqiyot bosqichi tahlilga tortilgan. O‘zbekistonda publitsistika tushunchasining shakllanishi jadidchilik harakati bilan bevosita bog‘liqdir. 1906 yil 27 iyunda Ismoil Obidiy tomonidan “Taraqqiy” gazetasining nashr etilishi milliy matbuot taraqqiyotida yangi tarixiy bosqichni belgilab berdi. Mazkur nashrning paydo bo‘lishi ommaviy axborot vositalarining ijtimoiy ta’sir doirasini kengaytirib, ular zimmasiga yuklangan ma’rifiy, siyosiy va ijtimoiy vazifalarning ko‘lami va mazmunini sezilarli darajada murakkablashtirdi. Shu tariqa milliy matbuot jamiyat ongida uyg‘onish jarayonlarini kuchaytirishda, keyinchalik esa mustaqillik g‘oyasini shakllantirishga zamin yaratgan milliy rivojlanish masalalarini kun tartibiga ilk bor izchil ravishda olib chiqqan muhim ma’naviy maydonga aylandi.

Istiqlol davriga kelib, o‘zbek publitsistikasi mazmun va uslub jihatidan yangi pog‘onaga ko‘tarilib, g‘oyaviy hamda uslubiy sinkretizm bilan tavsiflanadigan murakkab media hodisasiga aylandi. Ilgarigi davrda ustuvor bo‘lib kelgan qolip mavzular, siyosiy shiorlar, etalon tarzdagi fikr bayonlari bosqichma-bosqich o‘z ta’sir kuchini yo‘qotdi.

Sh.Qosimov publitsistika borasida quyidagi fikrni keltirib o‘tadi: “Publitsistika adabiyot va jurnalistikaga mansub bo‘lib, hozirgi kundagi eng muhim va dolzarb hisoblanadigan siyosiy, iqtisodiy, ijtimoiy muammolarni o‘zida aks ettiradi. Publitsistikaning maqsadi – ma’lum bir faktga insonlarning e’tiborini jalb qilib, ular munosabatiga erishish va jamiyatga ta’sir o‘tkazish. Publitsistikada hamisha muallif pozitsiyasi aniq ko‘rsatiladi va badiiy to‘qimalarga yo‘l qo‘yilmaydi”[13].

T.Masharipova “publitsistika” terminini to‘rt asosiy ma’no qatlamiga egaligini ko‘rsatib o‘tadi: materialni maxsus uslubiy qayta ishlash orqali unga publitsistik xususiyat berish jarayoni; muayyan vazifaviy-strukturaviy mezonlarga ega bo‘lgan maxsus matnlar majmuasi; badiiy-analitik yo‘nalishdagi ijodiy faoliyatning alohida turi; ommaviy kommunikatsiyaning ijtimoiy instituti sifatida shakllangan media amaliyoti[14].

G‘arb mediatizimida “jurnalistika” va “publitsistika” atamalari ko‘p hollarda sinonim sifatida qo‘llanadi. Ingliz tilidagi biz tushunadigan publitsistika mazmunini to‘liq qamrab olmaydi; amalda bu tushuncha mustaqil janriy-uslubiy hodisa sifatida emas, balki keng ma’nodagi jurnalistika tarkibidagi tahliliy va sharhlovchi faoliyat sifatida talqin qilinadi [15]. AQShdagi zamonaviy publitsistika holatiga nazar tashlansa, media makonida publitsistik materiallarning ahamiyati jahon axborot muhitida kuzatilayotgan tendensiyalarga mos tarzda ortib borayotgani namoyon bo‘ladi. Ular jamoatchilik ongini shakllantirish, ijtimoiy voqelikka nisbatan munosabat anglatish va kommunikatsiya jarayonlarini boshqarishda borgan sari muhim o‘rin tutayotgani bilan ajralib turadi.

[13]Қосимов Ш. Публицистика ва адабиётшуносликнинг тарихан муштараклиги масаласи. – Б. 18–24.

[14] Машарипова Т. Публицистика как драматизация стиля. № 1(5)/2015. Ўзбекистонда хорижий тиллар № 1(5)/2015. – С.119-126.

[15] Машарипова Т. Публицистика назариясида асарнинг мазмун ва шакл муаммолари (Қорақалпоғистон Республикаси матбуоти материаллари мисолида). Филол. бўйича фалсафа док.и (PhD) дис.автор. – Тошкент, 2017. – 49 б. –Б.12.

J.Neron “Last Rights: Revisiting Four Theories of the Press” asarida ta’kidlashicha, AQShda publitsist shaxsi matbuotning g‘oyaviy yo‘nalishini belgilaydigan yetakchi subyekt hisoblanadi. Uning vazifasi faqat tahlil va sharh bilan cheklanib qolmay, balki jamoatchilik fikrini boshqarishda ham namoyon bo‘ladi. Olim, shunday publitsistlar qatoriga U. Lippman, N. Chomskiy, T.Fridman, P. Krugman kabi mualliflar kiradi. Ular publitsistik muassasalarning “intellektual yuzi” sifatida tan olingan[16].

Gazeta diskursi jamoat ongida muayyan voqelikni “haqiqiy” sifatida belgilab, uning mos talqinini doimiy ravishda qayta-qayta mustahkamlab boradi va diskurs tadqiqotchilari bu jarayonni “haqiqatni diskursiv jarayon” deb ataydilar.

“Manipulyatsiya” atamasining o‘zi lotincha manipulus so‘zidan kelib chiqqan (manus – “qo‘l” va plere –“to‘ldirmoq”). Bu so‘zning birinchi ma’nosi texnik muhitda qo‘llaniladi va u maxsus maqsadda obyektlarni boshqarish, qo‘l bilan idora qilish yoki qo‘l orqali bajariladigan harakatlarni anglatadi. Shu mazmunda ushbu atamaning texnika sohasida qo‘llanilishi unga ma’no jihatdan yaqin hisoblanadi[17].

Ko‘plab tadqiqotchilar “manipulyatsiya” kategoriyasini talqin etishda, avvalo, uning yashirin tabiati va manipulyatsiya obyektining ruhiy tuzilmalariga ko‘rsatayotgan ta’siriga alohida e’tibor qaratadilar[18]. Shu bois manipulyatsiyani ayrim mualliflar “ruhiy ta’sir, yashirin hukmronlik”[19], boshqalar “maxfiy ta’sir subyekti tomonidan obyekt voqeligini qayta tuzish”[20], yana bir qismi “ruhiy holat ustidan hokimiyat”[21], “pinhona ta’sir ko‘rsatish amaliyoti”[22] tarzida ta’riflaydi. Bu tasniflarni birlashtirib turadigan jihat shundaki, manipulyatsiya ochiq ifodalanmaydigan, psixologik mexanizmlar orqali amal qiladigan, ta’sir obyektining ongini beixtiyor ravishda qayta yo‘naltiradigan ta’sir shakli sifatida qaraladi. Manipulyatsiya oddiy ta’sir o‘tkazish va ishontirishdan farq qiladi.

Tadqiqotning ikkinchi bobi **“INGLIZ VA O‘ZBEK GAZETA-PUBLITSISTIK USLUBIDA MANIPULYATIV BELGILARNING LINGVISTIK MEXANIZMLARI”** deb nomlanadi. Mazkur bob publitsistik matnlarda leksik vositalarning manipulyativ ta’siri, publitsistik matnlarda sintaktik vositalarning manipulyativ ta’siri va publitsistik matnlarda manipulyativ ta’sirning semantik tabiati deb nomlangan fasllardan tashkil topgan. Ushbu bobda mediamatnlarning ichki tuzilishi va ifodalash mexanizmlarini ochib berish maqsadida, avvalo, ularning leksik-semantik hamda sintaktik xususiyatlari tahlil markaziga qo‘yiladi. Mazkur yo‘nalishdagi tahlil mediamatnda ma’no qanday

[16] Nerone J. Last Rights: Revisiting Four Theories of the Press. – Urbana: University of Illinois Press, 2001. – 242 p.
[17] Юренков В.В. Манипуляция как вид деятельности // Социально-политические науки. – 2014. – № 3. – С. 56–59.
[18] Riker W.H. The Art of Political Manipulation. Qulalities on casual attributions for a speaker's behavior. − London., 1986. – С. 88.; Ражабов М.Ж. Манипуляция турлари ва одамларда репрезентатив тизимнинг ифодаланиши. ISSN 2181-1717 (E) Образование и инновационные исследования (2022 год No6). https://interscience.uz/index.php/home/article/view/1418/1234; Покровская Е.А. Прагматика современного газетного текста // Русская речь. 2006. № 3. С. 81-87.
[19] Бессонов Б.Н. Идеология духовного подавления. − М.: Политиздат, 1971. – С. 110.
[20] Riker W.H. The Art of Political Manipulation. Qulalities on casual attributions for a speaker's behavior. − London., 1986. – С. 88.
[21] Волкогонов Д.А. Психологическая война. − М.: Прогресс, 1983. – С. 121.
[22] Кара-Мурза С.Г. Манипуляция сознанием. − М.: Алгоритм, 2000. − С. 14-16.

shakllanishi, qay tarzda transformatsiyaga uchrashi va qaysi til vositalari orqali retsipiyent ongiga ta’sir ko‘rsatilishi mumkinligini aniqlashga xizmat qiladi. Leksik birliklarning tanlanishi, ularning semantik yuklanishi va kontekstdagi o‘zaro munosabatlari bilan bir qatorda, sintaktik tuzilmalarning qurilishi, gaplar tartibi va grammatik shakllarning funksional qo‘llanilishi ham alohida e’tibor bilan ko‘rib chiqiladi. Bu esa mediamatnni yaxlit kommunikativ hodisa sifatida anglash va uning manipulyativ imkoniyatlarini ilmiy jihatdan asoslash imkonini beradi.

Gazeta-publitsistik matnlarda manipulyativ ta’sirning leksik xususiyatlari so‘zning nominativ, baholovchi va pragmatik vazifalari bilan bog‘liq. Leksik birliklar voqelikni nomlash bilan birga, unga nisbatan muayyan munosabatni ham ifodalaydi. Bunda so‘zning denotativ ma’nosiga emotsional-ekspressiv va baholovchi ma’no qo‘shiladi. Natijada adresat axborotni muayyan talqin asosida qabul qilishi mumkin.

Manipulyativ ta’sirning leksik xususiyatlari sifatlar orqali ham namoyon bo‘ladi. Sifat predmet yoki hodisaning belgisini ifodalaydi. Biroq gazeta-publitsistik matnda u ko‘pincha baholovchi vazifani ham bajaradi. Ingliz tilidagi “*powerful”, “effective”, “successful”, “flawless”, “reliable”, “stable”* sifatlari muayyan ob’ektga ijobiy munosabatni ifodalash imkoniyatiga ega. O‘zbek tilida “*qudratli”, “samarali”, “muvaffaqiyatli”, “benuqson”, “ishonchli”, “barqaror”, “ilg‘or”* birliklari shunday xususiyatga ega. Ularning baholovchi mazmuni kontekstga qarab kuchayadi yoki cheklanadi.

Gazeta-publitsistik matnlarda otlar ham manipulyativ ta’sirni yuzaga chiqarish imkoniyatiga ega. Ayniqsa, ijtimoiy-siyosiy mazmunli mavhum otlar muayyan qadriyat yoki xavf tasavvurini ifodalaydi. Ingliz tilida “*security”, “stability”, “freedom”, “threat”, “crisis”, “democracy”, “reform”* birliklari shular jumlasidandir. O‘zbek tilida “*xavfsizlik”, “barqarorlik”, “erkinlik”, “tahdid”, “inqiroz”, “taraqqiyot”, “adolat”* otlari o‘xshash vazifalarni bajarishi mumkin. Ushbu birliklarning pragmatik mazmuni ular qo‘llangan ijtimoiy va madaniy kontekstda aniqlashadi. Masalan, “*Turmoil as Ottawa prepares for Trump*” (“The Washington Post”.12.30.24) sarlavhasida “*turmoil”* oti siyosiy vaziyatni beqarorlik ma’nosida tavsiflaydi. Bu so‘zning semantik tarkibida tartibsizlik, ziddiyat va noaniqlik ma’nolari mavjud. Sarlavhada uning qo‘llanishi siyosiy jarayonning salbiy jihatini oldingi o‘ringa chiqaradi. Shu orqali adresat voqelikni muayyan baholash doirasida idrok etishi mumkin. O‘zbek gazeta-publitsistik matnlarida mavhum otlarning baholovchi vazifasi ko‘pincha milliy qadriyatlar va ijtimoiy munosabatlar bilan bog‘liq holda namoyon bo‘ladi. Masalan, “*Tarixiy qardoshlik va do‘stlik an’analariga asoslangan strategik sheriklikning yangi imkoniyatlari”* (“Xalq so‘zi”.11.18.25) sarlavhasida “*qardoshlik”, “do‘stlik”* va “*an’ana”* otlari ijobiy madaniy mazmunga ega. Ushbu birliklar davlatlararo munosabatlarni tarixiy yaqinlik asosida talqin qilishga xizmat qiladi. “Strategik sheriklik” birikmasi esa munosabatlarning rasmiy-siyosiy xususiyatini ifodalaydi. Natijada siyosiy mazmun milliy-madaniy qadriyatlar bilan bog‘lanadi

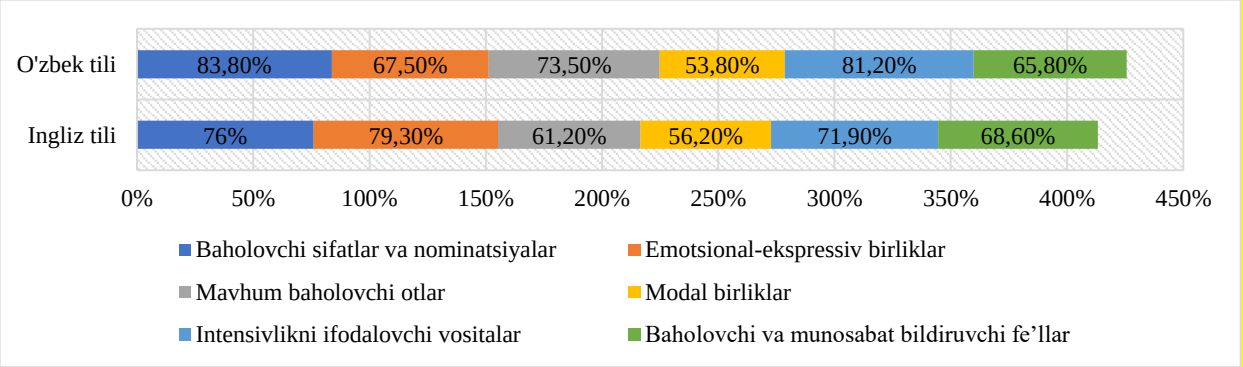
Tarixiy xotira bilan bog‘liq leksik birliklarda ham shunday xususiyat kuzatiladi. Masalan, “*Qahramon ajdodlarimizning mardligi va matonati biz uchun*

hamisha ibrat maktabi” (“Xalq so‘zi”.05.09.25) sarlavhasida “*qahramon”*, “*mardlik”, “matonat”* so‘zlari ijobiy baholash mazmunini ifodalaydi. “*Ibrat maktabi”* metaforik birikmasi o‘tmishdagi voqelikni hozirgi avlod uchun axloqiy namuna sifatida talqin etadi.

Manipulyativ ta’sirning leksik mexanizmi faqat alohida ekspressiv so‘zlar bilan cheklanmaydi. Neytral nominatsiyalarning baholovchi birliklar bilan birga qo‘llanishi ham pragmatik mazmun hosil qiladi. Ingliz va o‘zbek tillarida intensivlik ma’nosi, asosan, ravishlar, sifatlar, miqdor bildiruvchi birliklar, yuklamalar, fe’llar va turg‘un birikmalar orqali yuzaga chiqadi. Mazkur vositalar gazeta-publitsistik matnda baholash darajasini kuchaytirish, muayyan ma’lumotni ajratib ko‘rsatish va adresat diqqatini yo‘naltirish vazifalarini bajarishi mumkin.

Tadqiqotda ingliz tilidagi 121 ta va o‘zbek tilidagi 117 ta, jami 238 ta gazeta-publitsistik matn asosida kontent-tahlil, qiyosiy-chog‘ishtirma hamda deskriptiv lingvostatistik metodlar uyg‘unlashtirilib, manipulyativ belgilarning leksik, lingvopragmatik va lingvomadaniy xususiyatlarini tavsiflashda mutlaq chastota va nisbiy foiz ko‘rsatkichlaridan foydalanish mezonlari belgilandi.

Jumladan, manipulyativ ta’sirning leksik vositalari bo‘yicha qiyosiy-lingvostatistik modelda baholovchi sifatlar va nominatsiyalar 79,8%, intensivlikni ifodalovchi vositalar 76,5%, emotsional-ekspressiv birliklar 73,5% ko‘rsatkich bilan ajralib turdi. Ingliz tilidagi matnlarda emotsional-ekspressiv birliklar (79,3%), o‘zbek tilidagi matnlarda esa baholovchi sifatlar va nominatsiyalar (83,8%) nisbatan yuqori ulushga ega bo‘lib, leksik baholash va emotsional ta’sir mexanizmlarining qiyosiy xususiyatlarini tavsiflash imkonini berdi.



1-rasm. Ingliz va o‘zbek gazeta-publitsistik matnlarida manipulyativ ta’sirga ega leksik vositalarning qiyosiy-lingvostatistik ko‘rsatkichlari

Bu yerda deskriptiv statistikaning matnlar bo‘yicha nisbiy chastota formulasi qo‘llaniladi:

$$P_i = \frac{m_i}{M} \times 100\ \%$$

Bunda P_i – mezon uchragan matnlarning foiz ko‘rsatkichi; m_i – mezon aniqlangan matnlar soni; M – tegishli tildagi jami matnlar soni.

Umumiy foizlarni hisoblash formulasi sifatida esa:

$$P_i = \frac{m_{ingliz} + m_{o‘zbek}}{238} \times 100\ \%$$

Tadqiqotda daraja-miqdor ravishlari, orttirma daraja va qiyosiylik vositalari baholovchi sifatlar, to‘liqlik va mutlaqlik ma’nosini ifodalovchi ravishlar, ta’kid va kuchaytirish yuklamalari, intensivlik ma’nosini ifodalovchi fe’llarning manipulyativ belgilari aniqlandi. Shuningdek, sifatlar intensivlikni bevosita ifodalashi yoki baholovchi ma’nosi orqali kuchaytirish vazifasini bajarishi mumkin.

Intensivlik ma’nosini ifodalovchi fe’llar. Ingliz tilida “*intensify”, “increase”, “escalate”, “accelerate”, “amplify”, “strengthen”, “heighten”, “boost”, “expand”, “deepen”, “surge”, “soar”, “skyrocket”, “plunge”, “weaken*” kabi fe’llar harakat yoki holat darajasidagi o‘zgarishni bildiradi. O‘zbek tilida “*kuchaytirmoq”, “oshirmoq”, “keskinlashtirmoq”, “jadallashtirmoq”, “tezlashtirmoq”, “chuqurlashtirmoq”, “avj olmoq”, “kuchaymoq”, “ortib bormoq”, “yuksaltirmoq”, “pasaytirmoq”, “zaiflashtirmoq”, “susaytirmoq”, “ko‘paytirmoq”, “kengaytirmoq”* fe’llari jarayon darajasining o‘zgarishini ifodalaydi.

Sintaktik qurilishda manipulyativ ta’sir imkoniyati axborotning bir qismini qolganlariga nisbatan ustuvor qilib ko‘rsatish bilan bog‘liq. Biroq uning muayyan talqinni asoslash yoki bir tomonlama baholashga xizmat qilgani maqolaning umumiy mazmuni asosida aniqlanadi. Ingliz gazeta-publitsistik mantiga murojaat etamiz: “*Donald Trump entered the White House eight years ago with a Cabinet full of traditional conservative credentials, tapping some people he barely knew to help him learn his way around Washington. Now the president-elect has rapidly assembled a different kind of team for his second term – enlisting people deeply critical of the agencies they will lead, bucking conservative orthodoxy with some of his picks and, above all, rewarding his most loyal allies*” (“The Washington Post”.11.27.24). Birinchi gapdagi “*eight years ago*” va ikkinchi gapdagi “*now*” vaqt ko‘rsatkichlari avvalgi va hozirgi siyosiy vaziyatni qiyoslashga xizmat qiladi. “*Enlisting”, “bucking”, “rewarding*” shakllari parallel noshaxsiy fe’lli qurilishlarni hosil qilib, asosiy “*has assembled*” kesimi ifodalagan harakatning turli jihatlarini ochadi. *“Above all*” birikmasi esa oxirgi komponentni alohida ajratadi. Natijada bir nechta harakat sanab o‘tilsa-da, siyosiy sadoqat bilan bog‘liq qism asosiy baholovchi xulosa sifatida ilgari suriladi.

Gazeta-publitsistik matnlarda axborot manbasiga ishora qiluvchi sintaktik vositalar xabarning kimga tegishli ekanini, ma’lumot qaysi manbaga asoslanganini va muallifning unga nisbatan munosabatini ko‘rsatadi. Bu xususiyat evidensiallik bilan bog‘liq bo‘lib, axborotning manbasi va olinish usulini ifodalashga xizmat qiladi. Ingliz tilida *“according to”, “as reported by”, “officials said”, “the report stated”, “experts warned”, “it is believed that”, “sources indicated*” kabi vositalar qo‘llanadi. O‘zbek tilida esa “*ma’lum qilishicha”, “fikriga ko‘ra”, “xabar berishicha”, “ma’lumotlarga ko‘ra”, “manbalarga qaraganda”, “qayd etilishicha”* kabi konstruksiyalar shunga yaqin vazifalarni bajaradi. Biroq ularning grammatik maqomi bir xil emas: ayrimlari ko‘makchili birikma, boshqalari fe’l shakli yoki xabar beruvchi gapning asosi hisoblanadi. Ingliz gazetasida mazkur mexanizm quyidagicha ifodalangan: “*Former congressman Matt Gaetz (R-Florida) regularly paid for sex, possessed illegal drugs and paid a 17-year-old girl for sex in*

2017, according to a 42-page report released by the House Ethics Committee on Monday on President-elect Donald Trump's former pick for attorney general. The report cited 'substantial evidence' that from 2017 to 2020, Gaetz 'regularly paid women for engaging in sexual activity with him'" ("The Washington Post".12.24.24). O'zbek gazeta-publitsistik matnida ham manbaga ishora qilish va baholash o'rtasidagi munosabat kuzatiladi: *Barcha sohalarda erishilayotgan ijobiy sur'at va faol aloqalar mamnuniyat bilan qayd etildi. Savdo, transport, energetika, suv xo'jaligi va boshqa muhim sohalarda amalga oshirilgan ishlarga yuqori baho berildi. Shubhasiz, ushbu yutuqlarda Turkmaniston Xalq Maslahati Raisi, hurmatli Gurbanguli Berdimuhamedovning ulkan hissasi bor, - dedi Prezidentimiz"* ("Xalq so'zi".11.18.25).

Ta'kidlash lozimki, ingliz va o'zbek gazeta-publitsistik matnlarida mazkur mezonlar umumiy semantik-pragmatik xususiyatlarga ega. Har ikki tilda mavhum ijobiy nominatsiyalar, qadriyatga murojaat, evfemizatsiya, disfemizatsiya va metaforik qayta talqin orqali voqelikning muayyan jihati ustuvorlashtirilishi mumkin.

Uchinchi bob **"INGLIZ VA O'ZBEK GAZETA-PUBLITSISTIK MATNLARIDA MANIPULYATIV BELGILARNING LINGVOPRAGMATIK XUSUSIYATLARI"** deb nomlanib, chog'ishtirilayotgan tillardagi manipulyativ ta'sirning strategiya va taktikasi: pragmatik jihati, ingliz va o'zbek gazeta-publitsistik uslubda pragmemalarning manipulyativ vazifasi va ingliz va o'zbek publitsistik matnlarida manipulyativ belgilarning madaniy kontektda voqealanishi kabi fasllarni qamrab olgan. Shuningdek, ushbu bobda qadriyatlarga ishora qiluvchi manipulyativ belgilarning voqealanishi, madaniy-tarixiy tajribaga tayanadigan manipulyativ belgilar va madaniy identifikatsiyani shakllantiruvchi manipulyativ belgilari tahlilga tortilgan.

Lingvopragmatik tahlilning asosiy qoidasiga ko'ra, til muloqot vositasi sifatida faqat axborot yetkazish funksiyasinigina bajarib qolmay, balki suhbatdoshga yoki o'quvchiga ta'sir ko'rsatish vazifasini ham amalga oshiradi. Zamonaviy insonning kommunikativ muhiti katta darajada ommaviy axborot vositalari orqali shakllanadi. Shu sababli OAV bilan uning adresati o'rtasidagi o'zaro ta'sir va o'quvchiga ta'sir ko'rsatish zarurati mediamatn doirasida til birliklarini tanlash va tizimli ravishda tashkil etish muammosini dolzarb qiladi. Bunday tanlov axborotni tez va samarali yetkazish, kommunikatsiya samaradorligini oshirish hamda ko'zlangan natijaga erishishga xizmat qilishi lozim.

Mazkur bobda manipulyatsiyada strategiya va taktika masalasi pragmalingvistik nuqtai nazardan talqin qilinib, u jurnalist tomonidan amalga oshiriladigan nutqiy harakatlar majmuasi, uning izchil qarorlar tizimi hamda muayyan kommunikativ harakatlar va til vositalarini ongli ravishda tanlash jarayoni sifatida qaraldi.

Ingliz va o'zbek mediamakonida publitsistik matnlarni tahlili jarayonida olingan natijalar asosida pragmemalar asosidagi uch bosqichli kommunikativ ta'sir *illokutsiya → perlokutsiya → manipulyatsiya* modeli yaratildi. Ushbu modelda pragmema markaziy mexanizm sifatida ishtirok etadi. Birinchi bosqichda pragmema

illokutsiv maqsadni amalga oshiradi, ya’ni muallif baholovchi nutq akti orqali o‘z pozitsiyasini bildirish, ogohlantirish yoki legitimlashtirish vazifasini bajaradi. Ikkinchi bosqichda ushbu baholovchi signallar auditoriya ongida muayyan emotsional va kognitiv reaksiyalarni yuzaga keltirib, perlokutsiv ta’sirni shakllantiradi. Uchinchi bosqichda esa bu reaksiyalar asosida voqelik muayyan ramkada qabul qilinadi, ya’ni pragmemalar manipulyativ vazifani bajarib, auditoriyaning baholash modeli, siyosiy pozitsiyasi va qaror qabul qilish jarayonini bilvosita boshqaradi.

O‘zbek publitsistikasida pragmemalarning yana bir xususiyati ijtimoiy-tarixiy qadriyatlarga nisbatan qo‘llanishida ko‘rinadi. “Xalq so‘zi” gazetasidagi quyidagi parcha bunga misol bo‘ladi:

“Prezident Shavkat Mirziyoyev ushbu sana munosabati bilan G‘alaba bog‘iga tashrif buyurib, xotira marosimida ishtirok etdi. Bog‘ bo‘ylab mungli kuy taraladi. Bu yerdagi har bir yodgorlik, timsol va bitiklar mudhish urush haqiqatlarini ifoda etadi, xalqimizning g‘alabaga qo‘shgan ulkan hissasini urg‘ulaydi. Bog‘ bugungidek bayram kunlarida, ayniqsa, gavjum bo‘ladi” (“Xalq so‘zi”.05.09.25).

Mazkur parchada “*mungli kuy”, “mudhish urush haqiqatlari”, “ulkan hissa”* birikmalari turli baholovchi mazmunga ega. “*Mungli”* sifati qayg‘u va hasrat bilan bog‘liq emotsional munosabatni, “mudhish” sifati urushning og‘ir oqibatlariga salbiy bahoni ifodalaydi. “Ulkan hissa” birikmasi esa xalqning tarixiy faoliyatini ijobiy baholashga xizmat qiladi.

Ingliz va o‘zbek gazeta-publitsistik matnlarida pragmemalar baholovchi semantika va kommunikativ maqsadning birlashishi asosida namoyon bo‘ladi. Ularning lisoniy ifodasi turlicha bo‘lsa-da, umumiy xususiyati voqelikka nisbatan muayyan munosabatni faollashtirish bilan belgilanadi. Tahlil qilingan misollarda metaforik nominatsiyalar, baholovchi sifatlar, emotsional ma’noli ot va fe’llar, shuningdek, modal birliklar pragmatik ta’sir vositalari sifatida qo‘llangan.

Pragmemalarni manipulyativ belgilar sifatida tavsiflashda ularning semantik tarkibi, kontekstual vazifasi va daliliy asosi o‘zaro bog‘liq holda tahlil qilinishi lozim. Aynan shu munosabat oddiy baholash, ochiq ishontirish va manipulyativ yo‘naltirish o‘rtasidagi farqni belgilash imkonini beradi.

Pragmemalarning lingvopragmatik xususiyatlarini baholash uchun ishlab chiqilgan qiyosiy-lingvostatistik modelda pragmemalar 35,7%, belgi-funksiyalar 32,8% va belgi-konnotatsiyalar 31,5% ulush bilan ifodalandi.

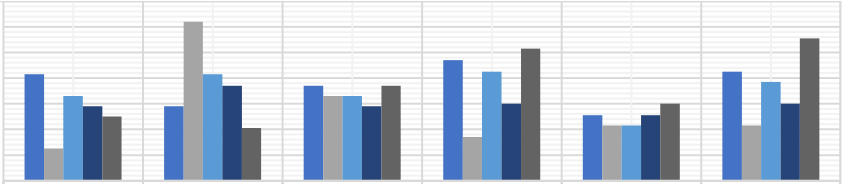
3.1.-jadval

Ingliz va o‘zbek gazeta-publitsistik matnlarida baholovchi vositalarning lingvopragmatik turlari bo‘yicha qiyosiy-miqdoriy taqsimoti

№	Baholovchi vositalar	Belgi-funksiya		Belgi-konnotatsiya		Pragmema		Jami
		Ingliz tili	*O‘zbek tili*	*Ingliz tili*	*O‘zbek tili*	*Ingliz tili*	*O‘zbek tili*	
1	Baholovchi nominatsiyalar	10	11	7	6	9	10	**53**
2	Metaforik ifodalar	3	4	15	5	8	5	**40**
3	Emotsional-baholovchi birliklar	8	10	10	5	8	9	**50**

4	Siyosiy-huquqiy baholovchi birliklar	7	7	9	6	7	7	**43**
5	Ijtimoiy qadriyatlarni ifodalovchi birliklar	6	12	5	7	9	13	**52**
Jami		**34**	**44**	**46**	**29**	**41**	**44**	**238**
Umumiy		**78**		**75**		**85**		

Ingliz tilidagi taqsimotda belgi-konnotatsiyalar (38%), o‘zbek tilida esa belgi-funksiyalar va pragmemalar (37,6% dan) nisbatan yuqori ko‘rsatkichlarni tashkil etib, baholovchi mazmunning kontekstual va ochiq ifodalanishidagi funksional farqlarni qiyosiy tavsiflashga asos bo‘ldi.



	Belgi-funksiya	Belgi-konnotatsiya	Pragmema	Belgi-funksiya	Belgi-konnotatsiya	Pragmema
	Ingliz tili			O‘zbek tili		
Baholovchi nominatsiyalar	8,30%	5,80%	7,40%	9,40%	5,10%	8,50%
Metaforik ifodalar	2,50%	12,40%	6,60%	3,40%	4,30%	4,30%
Emotsional-baholovchi birliklar	6,60%	8,30%	6,60%	8,50%	4,30%	7,70%
Siyosiy-huquqiy baholovchi birliklar	5,80%	7,40%	5,80%	6,00%	5,10%	6,00%
Ijtimoiy qadriyatlarni ifodalovchi birliklar	5,00%	4,10%	7,40%	10,30%	6,00%	11,10%

3.1. -rasm. Ingliz va o‘zbek gazeta-publitsistik matnlarida baholovchi vositalarning lingvopragmatik turlari bo‘yicha qiyosiy-miqdoriy ko‘rsatkich

Qadriyatlar gazeta-publitsistik matnda voqelikni baholashning semantik asoslaridan biri hisoblanadi.

Ingliz gazeta-publitsistik matnlarida “*freedom”, “human rights”, “national security”, “public accountability”, “rule of law”, “democratic values”* kabi birliklar huquqiy, siyosiy va axloqiy qadriyatlarni ifodalaydi. O‘zbek matbuotida “*erkinlik”, “inson huquqlari”, “milliy xavfsizlik”, “qonun ustuvorligi”, “ijtimoiy adolat”, “birdamlik”, “milliy taraqqiyot”* kabi nominatsiyalar shunga yaqin vazifalarni bajaradi. Ular o‘zaro ma’noviy yaqinlikka ega bo‘lsa-da, barchasini to‘liq ekvivalent deb baholash mumkin emas.

Ingliz mediamakonida umuminsoniy qadriyatlarning ifodalanishi, xususan, vatanga sadoqat, milliy mansublik va fuqarolik burchi kabi tushunchalarning aks ettirilishi o‘ziga xos lisoniy modellar orqali amalga oshiriladi. Bu jarayonda “*homeland”, “nation”, “our country”, “national interest”, “patriotism”* kabi leksik birliklar hamda simvolik nominatsiyalar orqali hududiy taalluqdorlik va davlatchilik g‘oyasi faollashtiriladi. Shu bilan birga, ingliz mediadiskursida vatanga munosabat ko‘pincha fuqarolik mas’uliyati, demokratik qadriyatlarga sadoqat va jamiyat oldidagi burch bilan bog‘liq holda talqin qilinib, shaxsiy erkinlik va jamoat manfaati o‘rtasidagi muvozanatni ta’kidlovchi pragmatik strategiyalar orqali mustahkamlanadi. Natijada milliy iftixor va fuqarolik identifikatsiyasi mediamatn orqali ratsional argumentatsiya va institutsional ramzlar bilan uyg‘un holda

shakllantiriladi. Ingliz mediadiskursida vatanparvarlik va milliy mansublik qadriyatlari muayyan leksik birliklar orqali tizimli ravishda ifodalanadi. Misollarga murojaat qilamiz: "*Defending the homeland remains the top priority of the government*" ("The New York Times".17.03.24) gapida hududiy taalluqdorlik va davlat xavfsizligi g'oyasini faollashtirsa, "*The nation stands united in the face of global challenges"*("The New York Times".17.03.24) birikmasi jamoaviy birdamlik va umummilliy mas'uliyat konseptini kuchaytiradi. Shuningdek, "*We must work together to protect our country and its future"* ("The Washington Post".10.02.24) misoli inklyuziv murojaat orqali auditoriyani umumiy fuqarolik burchi doirasiga jalb etadi, "*The decision was made in the best national interest"* ("The Washington Post".10.02.24) misolida esa siyosiy qarorlarni qonuniy va maqbul sifatida asoslashga xizmat qiladi. *"True patriotism means standing up for democratic values"* ("The Washington Post".10.02.24) misolida bayonotlar vatanparvarlikni hissiy emas, balki mafkuraviy va fuqarolik pozitsiyasi sifatida talqin qilib, auditoriya ongida milliy qadriyatlarni demokratik me'yorlar bilan uyg'un holda shakllantiradi.

O'zbek umuminsoniy qadriyatlarining mediamatnda ifodalanishida o'ziga xos lisoniy xususiyatlar tizimi shakllangan bo'lib, ular orasida tug'ilgan makon va ona yurtga nisbatan hurmat-ehtiromni, Vatanga muhabbat va sadoqat tuyg'ularini ifoda etuvchi leksik-semantik birliklar alohida o'rin tutadi. Bunday birliklar orqali milliy hududiy mansublik, tarixiy xotira va jamoaviy iftixor konseptlari faollashtirilib, auditoriya ongida vatanparvarlik ruhi mustahkamlanadi hamda ijtimoiy birdamlikni ta'minlovchi ma'naviy asos shakllanadi.

Quyida o'zbek mediamatnlarida tug'ilgan makon, ona yurt va Vatanga muhabbat qadriyatlarini ifodalovchi leksik-semantik birliklarga xos tipik misollar keltiriladi hamda ularning pragmatik vazifasi qisqacha izohlanadi: "*Ona yurt ravnaqi – har bir fuqaroning muqaddas burchi*" ("Yangi O'zbekiston".19.12.25).

Gazeta-publitsistik matnda madaniy-tarixiy tajribaga murojaat qilish joriy voqelikni o'tmish bilan bog'lab talqin qilish imkonini beradi. Tarixiy shaxslar, voqealar, ramzlar va ijtimoiy an'analar muayyan madaniy muhitda tanish ma'noviy assotsiatsiyalarga ega. Ular publitsistik matnga kiritilganda voqea haqidagi axborot kengroq tarixiy kontekst bilan bog'lanadi.

Anglashiladiki, ingliz va o'zbek mediamakonda ham madaniy-tarixiy tajribaga tayanadigan manipulyativ belgilar ochiq tarzda ta'sir o'tkazishdan ko'ra, bilivosita kognitiv mexanizmlar orqali ishlaydi.

Shu ma'noda, manipulyativ belgilarning madaniy-tarixiy tajribaga tayanishini ilmiy asoslash uchun mediadiskursni jamoaviy xotira vositachiligi, stereotiplar va mnemonik "shablonlar"ning jurnalistik tanlovga ta'siri bilan birga ko'rib chiqish zarur. Ushbu markerlar milliy tarix, an'analar va jamoaviy xotira bilan bog'liq bo'lib, adresatda madaniy yaqinlik hissini shakllantiradi. Masalan, ingliz tilida *"historical responsibility", "legacy", "tradition of democracy", "lessons of history*" va h.k.

Ingliz matbuotidn misollarga murojaat qilamiz: "*World leaders stressed their* ***historical responsibility*** *to protect future generations from the consequences of climate change";* "*The government emphasized its* ***historical responsibility*** *to*

ensure national security and social stability"; "The president's ***legacy*** *will be judged by how successfully he strengthened democratic institutions"; "Healthcare reform remains the most controversial part of* ***his political legacy****"; "The peaceful transition of power reflects the country's long* ***tradition of democracy****"; "Free elections are seen as a cornerstone of the nation's* ***tradition of democracy****"; "The crisis reminded policymakers of the* ***lessons of history*** *and the dangers of political polarization"; "Leaders warned that ignoring the* ***lessons of history*** *could lead to serious economic consequences*" (The New York Times, The Washington Post, 2024 va 2025y). Misollarda keltirilgan "*Historical responsibility"* birligi mediamatnda ko'pincha siyosiy qarorlar va davlat rahbarlarining harakatlarini axloqiy-ma'naviy mezonlar asosida asoslash uchun qo'llaniladi. Bu tushuncha orqali joriy voqelik o'tmish tajribasi bilan bog'lanib, qaror qabul qiluvchi subyektlar oldiga "tarix oldida javobgarlik" modeli qo'yiladi.

O'zbek publitsistik maqolalarda: "*tarixiy tajriba", "milliy meros", "an'anaviy qadriyatlar", "asrlar davomida shakllangan"*, "*tarix saboqlari*", "*tariximiz*" kabi birliklar kuzatiladi. Masalan, "*Tarixiy tajriba shuni ko'rsatadiki, barqaror taraqqiyot faqat islohotlar orqali ta'minlanadi"; "Davlat boshqaruvida tarixiy tajribadan oqilona foydalanish muhim ahamiyat kasb etadi"; "Milliy merosni asrash va uni kelajak avlodlarga yetkazish har bir fuqaroning muqaddas burchidir"; "Madaniy sohada amalga oshirilayotgan islohotlar milliy merosni targ'ib qilishga xizmat qilmoqda"; "An'anaviy tarixiy qadriyatlar jamiyatda ma'naviy barqarorlikni ta'minlovchi asosiy omil hisoblanadi"* ("Yangi O'zbekiston", "Xalq So'zi". 2024 va 2025 y).

Ingliz va o'zbek mediamatnlarini tahlili madaniy identifikatsiyani anglatuvchi manipulyativ belgilarga quyidagi til vositalarining faolligi kuzatildi: "*Western society", "modern world", "global community*"; *"jamiyatimiz", "zamonaviy dunyo", "jahon hamjamiyati*" va h.k.

Masalan, ingliz tilida: *"The Haitian filmmaker's 'Ernest Cole: Lost and Found' draws parallels between apartheid South Africa, segregation in the United States and the modern world" (*"The Washington post".*25.11.24); "If you want a stable, democratic Western society that can counter China, this is your address" (*"The Washington post".*07.08.24); "Environmental sustainability has emerged as a central concern in the modern world"; "Social networks have transformed communication patterns in the modern world" (*"The Washington post"..*08.03.25); "The global community must unite to combat climate change"; "Economic instability in one region affects the global community as a whole"; "The global community is increasingly interconnected through trade and digital platforms"* ("The New York Times".04.04.25).

Ingliz publitsistik mediadiskursida madaniy identifikatsiyani ifodalash uchun *"Western society", "modern world", "global community"* tushunchalari bilan cheklanib qolinmaydi.

Ingliz va o'zbek publitsistik matnlarida manipulyativ belgilarning faol qo'llanilishi milliy madaniy muhit, ijtimoiy qadriyatlar va tarixan shakllangan kommunikatsiya an'analari bilan uzviy bog'liq holda namoyon bo'ladi. Ingliz media

diskursida manipulyativ ta’sir, asosan, institutsional neytrallik, demokratik me’yorlar va shaxsiy erkinlik konsepsiyalariga tayangan holda voqelikni talqin etish modellari orqali amalga oshiriladi.

Manipulyativ belgilarning lingvomadaniy xususiyatlari bo‘yicha qiyosiy-lingvostatistik modelda huquqiy-demokratik qadriyatlar 18,1 %, vatanparvarlik va milliy mansublik hamda jamoaviy-milliy identifikatsiya 17,2 % dan, global-sivilizatsion hamjamiyat 16,8 %, madaniy meros va tarixiy vorisiylik 16,4 %, tarixiy mas’uliyat va tarix saboqlari 14,3 % ko‘rsatkich bilan ifodalandi. Ingliz tilidagi modelda huquqiy-demokratik qadriyatlar (22,3 %), o‘zbek tilidagi modelda esa madaniy meros va tarixiy vorisiylik (21,4 %) nisbatan ustun bo‘lib, manipulyativ belgilarning lingvomadaniy yo‘nalishlarini qiyoslash imkonini berdi.

3.3.1-jadval

Ingliz va o‘zbek gazeta-publitsistik matnlarida manipulyativ belgilarning lingvomadaniy turlari bo‘yicha qiyosiy-miqdoriy taqsimoti

№	Lingvomadaniy belgilar turlari	Ingliz		O‘zbek		Jami	Umumiy
		n	%	n	%	n	%
1	Huquqiy-demokratik qadriyatlar	27	22,3%	16	13,7%	43	18,1%
2	Vatanparvarlik va milliy mansublik	18	14,9%	23	19,7%	41	17,2%
3	Tarixiy mas’uliyat va tarix saboqlari	16	13,2%	18	15,4%	34	14,3%
4	Madaniy meros va tarixiy vorisiylik	14	11,6%	25	21,4%	39	16,4%
5	Global-sivilizatsion hamjamiyat	25	20,7%	15	12,8%	40	16,8%
6	Jamoaviy-milliy identifikatsiya	21	17,4%	20	17,1%	41	17,2%
Jami		**121**		**117**		**238**	

Xulosa tariqasida ta’kidlash mumkinki, ingliz va o‘zbek gazeta-publitsistik uslubida manipulyativ belgilarning madaniy kontekstda namoyon bo‘lishi auditoriya ongida ijtimoiy-siyosiy voqelikni anglash jarayonini faollashtirish bilan birga, auditoriyaning ongi va jamoatchilik pozitsiyasining shakllanishiga ta’sir ko‘rsatadi hamda tanqidiy tafakkur mexanizmlarining rivojlanishiga xizmat qiladi.

XULOSALAR

1. Ingliz va o‘zbek gazeta-publitsistik matnlarining janriy-uslubiy xususiyatlari axborot berish, sharhlash, baholash va adresatga ta’sir ko‘rsatish vazifalarining o‘zaro munosabati bilan belgilanadi. Har ikki tilda standartlashgan ifoda vositalari axborotning aniq va tushunarli yetkazilishiga, ekspressiv birliklar esa voqelikning muayyan jihatlarini ta’kidlashga xizmat qiladi. Ularning nisbati matn janri va kommunikativ maqsadiga qarab o‘zgaradi. Manipulyativ ta’sir imkoniyati ham odatiy ifoda qoliplaridan chekinish, ham tashqi jihatdan neytral bayon orqali yuzaga kelishi mumkin.

2. Gazeta-publitsistik matnlarda manipulyativ ta’sir leksik-semantik, sintaktik va lingvopragmatik vositalarning o‘zaro bog‘liq qo‘llanishida namoyon bo‘ladi. Baholovchi leksika, nominatsiya tanlovi va sintaktik qurilishlar voqelikning muayyan talqinini shakllantirsa, ularning pragmatik vazifasi matnning kommunikativ maqsadi va kontekstida aniqlanadi. Shu sababli alohida til birligini kontekstdan tashqari holda manipulyativ vosita sifatida baholash yetarli emas.

3. Manipulyativ ta’sirning leksik mexanizmlari voqelikni nomlash va baholash jarayoni bilan bog‘liq. Ijobiy va salbiy baholovchi birliklar, emotsional-ekspressiv leksika, intensivlik vositalari hamda metaforik nominatsiyalar axborotning muayyan ma’noviy jihatini oldingi o‘ringa chiqaradi. Ingliz va o‘zbek tillarida ushbu vositalar o‘xshash kommunikativ vazifalarni bajarsa-da, ularning leksik tarkibi, birikuvchanligi va baholovchi ma’nosida tilga xos xususiyatlar kuzatiladi.

4. Sintaktik ta’sir axborotning gap va matn doirasida tashkil etilishi orqali amalga oshadi. Ritorik so‘roqlar, so‘roq-javob qurilishlari, sintaktik parallelizm, takror, ajratilgan bo‘laklar, modal va majhul nisbatli konstruksiyalar muayyan axborotni ta’kidlash yoki ikkinchi o‘ringa o‘tkazish imkonini beradi. Ingliz tilida analitik va inversiyali qurilishlar, o‘zbek tilida esa morfologik ko‘rsatkichlar, so‘roq yuklamalari va to‘liqsiz gaplar shunga yaqin pragmatik vazifalarni bajarishi aniqlandi.

5. Manipulyativ ta’sirning semantik mexanizmlari baholovchi nominatsiya, ma’no ko‘chishi, evfemizatsiya, disfemizatsiya, presuppozitsiya va implitsit mazmun bilan bog‘liq. Freymlash orqali voqelikning ayrim xususiyatlari ajratib ko‘rsatilib, ular muayyan talqin doirasiga joylashtiriladi. Manipulyativ imkoniyat bahsli baho dalil bilan asoslangan xulosa sifatida berilganda yoki voqelikning ahamiyatli muqobil jihatlari e’tibordan chetda qoldirilganda kuchayadi.

6. Tadqiqotda manipulyativ ta’sirni “strategiya – taktika – ta’sir usuli – til vositasi” munosabati asosida tavsiflash imkoniyati belgilandi. Strategiya kommunikativ maqsadni, taktika uni amalga oshirish yo‘lini, ta’sir usuli adresat talqinini yo‘naltirish mexanizmini, til vositasi esa mazkur jarayonning lisoniy ifodasini tashkil etadi. Bu model manipulyativ ta’sirning maqsadi bilan uning konkret til birliklari orqali voqelanishini farqlashga asoslanadi.

7. Manipulyativ ta’sir adresatning kognitiv, emotsional, irodaviy va aksiologik faoliyatiga yo‘naltirilishi mumkin. Axborotni tanlab taqdim etish voqelik haqidagi tasavvurga, emotsional baholash hissiy munosabatga, muayyan harakatni zarur deb ko‘rsatish qaror qabul qilish jarayoniga, qadriyatlarga murojaat esa mavjud e’tiqod va me’yoriy qarashlarga ta’sir ko‘rsatish imkoniyatiga ega. Bu yo‘nalishlar matnda o‘zaro bog‘liq holda namoyon bo‘ladi. Biroq ko‘zlangan pragmatik ta’sir adresatda amalda yuzaga kelgan natija bilan tenglashtirilmaydi.

8. Ingliz va o‘zbek gazeta-publitsistik matnlarida pragmemalarning baholovchi vazifasi ularning lug‘aviy ma’nosi, kontekstual qo‘llanishi va kommunikativ maqsadi o‘rtasida shakllanadi. Pragmatik jihatdan markerlangan birliklar muallif munosabatini ifodalash va adresatda muayyan bahoni hosil qilishga xizmat qilishi mumkin. Bunda nutqiy harakatning illokutiv maqsadi bilan uning perlokutiv natijasini farqlash manipulyativ ta’sirni lingvopragmatik jihatdan tavsiflashning muhim shartidir.

9. Manipulyativ ta’sirning eksplitsit va implitsit shakllari baholashning ifodalanish usuli bilan farqlanadi. Eksplitsit shaklda munosabat ochiq baholovchi vositalar orqali bildirilsa, implitsit shaklda presuppozitsiya, kontekstual ishora va nominatsiya tanlovi orqali anglashiladi. Tashqi jihatdan neytral bayon ham muayyan ma’lumotni noaniqlashtirishi yoki bir talqinni ustuvorlashtirishi mumkin. Shuning

uchun manipulyativ xususiyatni aniqlashda ifodaning ochiq yoki yashirinligi bilan birga, uning daliliy asosi va kontekstual vazifasi hisobga olinadi.

10. Manipulyativ ta’sirning lingvomadaniy xususiyatlari ijtimoiy qadriyatlar, tarixiy xotira va madaniy mansublikni ifodalovchi birliklarda kuzatiladi. Tahlil qilingan inglizcha materiallarda siyosiy-huquqiy nominatsiyalar, institutsional manbalarga murojaat va shaxsiy mas’uliyatga oid baholash vositalari uchraydi. O‘zbekcha materiallarda esa milliy taraqqiyot, ijtimoiy birdamlik, hurmat va jamoaviy mas’uliyatni ifodalovchi birliklar muayyan pragmatik vazifa bajaradi. Mazkur farqlar tillarning o‘zgarmas xususiyatlari emas, balki tadqiq etilgan matnlarning janriy, institutsional va madaniy konteksti bilan bog‘liq diskursiv belgilar sifatida baholandi.

11. Ingliz va o‘zbek gazeta-publitsistik matnlarining chog‘ishtirma tahlili manipulyativ ta’sirning umumiy mexanizmlari hamda ularning tilga xos ifoda usullarini ajratish imkonini berdi. Har ikki tilda axborotni saralash, baholovchi nominatsiya tanlash, freymlash, kommunikativ fokusni o‘zgartirish va qadriyatlarga murojaat qilish orqali adresat talqini yo‘naltirilishi mumkin. Tadqiqot natijasida manipulyativ ta’sirni aniqlashning asosiy mezonlari sifatida bahoning daliliy asosi, axborotning to‘liqligi, muqobil talqinlarga munosabat va til vositasining kontekstual vazifasi ajratildi. Mazkur mezonlar oddiy axborot berish, ochiq baholash, ishontirish va manipulyativ ta’sir o‘rtasidagi farqni belgilashga xizmat qiladi.

12. Ingliz tilidagi 121 ta va o‘zbek tilidagi 117 ta, jami 238 ta gazeta-publitsistik matn doirasida deskriptiv lingvostatistik metod, nisbiy chastotani foizlarda hisoblash hamda qiyosiy-miqdoriy tahlil usullari asosida manipulyativ ta’sirning leksik, lingvopragmatik va lingvomadaniy xususiyatlari tizimlashtirildi. Namunaviy statistik modelda leksik vositalar orasida baholovchi sifatlar va nominatsiyalar (79,8 %), lingvopragmatik turlar bo‘yicha pragmemalar (35,7 %), lingvomadaniy mezonlar kesimida esa huquqiy-demokratik qadriyatlar (18,1 %) nisbatan yuqori ko‘rsatkichlarni tashkil etdi. Mazkur qiyosiy ko‘rsatkichlar manipulyativ ta’sirning leksik baholash, pragmatik yo‘naltirish va madaniy qadriyatlarni faollashtirish mexanizmlari o‘zaro bog‘liqligini tavsiflash hamda ularning ingliz va o‘zbek gazeta-publitsistik matnlaridagi funksional tafovutlarini aniqlash uchun asos yaratdi.

SCIENTIFIC COUNCIL DSc.03/2026/31.01.Fil.45.01 ON AWARDING SCIENTIFIC DEGREES AT UZBEKISTAN STATE WORLD LANGUAGES UNIVERSITY

UZBEKISTAN STATE WORLD LANGUAGES UNIVERSITY

SAIDNAZAROVA SAODAT KURBONBOYEVNA

THE LINGUOPRAGMATIC ASPECT OF MANIPULATIVE MARKERS IN JOURNALISM
(**based on English and Uzbek newspaper texts**)

10.00.13 – Comparative and Contrastive Linguistics

ABSTRACT OF THE DISSERTATION
of Doctor of Philosophy (PhD) in Philological Sciences

Tashkent – 2026

The topic of the doctor of philosophy (PhD) dissertation was registered by the Higher Attestation Commission under the Academy of Sciences of the Republic of Uzbekistan under the under № B2023.4.PhD/Fil4201

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The dissertation can be reviewed at the Information Resource Center at Uzbekistan State World Languages University (registered under the number _____). Address: 100138, Tashkent city, Uchtepa district, Kichik Halqa Yo‘li street, G-9A neighborhood, house 21. Tel: (99871) 230-12-91, fax: (99871) 230-12-92.

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INTRODUCTION (abstract of the PhD dissertation)

Relevance and necessity of the dissertation topic. In world linguistics, the linguistic mechanisms and pragmatic features of manipulative influence in mass media have attracted considerable scholarly attention. Manipulation is a communicative process aimed at indirectly influencing the addressee's views, attitudes, and behaviour. Such influence is realised through various strategies and tactics in socio-political and cultural communication. In this regard, systematising manipulative strategies and tactics in contemporary newspaper and publicistic texts remains one of the key research priorities. Furthermore, contemporary linguistics demonstrates a growing need for comparative analysis of the ways in which these strategies and tactics are realised through lexical, syntactic, and semantic means, as well as for investigating the linguopragmatic functions and national-cultural characteristics of manipulative features. The relevance of the dissertation topic is determined by the need for a comparative study of the linguistic mechanisms of manipulative influence in English and Uzbek newspaper-publicistic texts. Identifying the communicative functions of these mechanisms and examining their realisation within specific cultural contexts substantiate the academic rationale for the study.

The mechanisms of manipulative influence in media discourse have been extensively studied in world linguistics. In British and American linguistics, particular attention is paid to the linguopragmatic features of evaluation, argumentation, and framing. In Germany and Austria, manipulative influence is examined in relation to the linguistic representation of power, ideology, and social reality. In the Netherlands and Spain, research focuses on the cognitive mechanisms of media discourse, particularly the formation of knowledge and belief models in the addressee's mind. In Russian, Kazakh, and Belarusian linguistics, studies address the functional and stylistic features, evaluative means, and genre-compositional structure of newspaper and publicistic texts. Manipulative influence is interpreted as a communicative process realised through speech strategies and tactics. Particular attention is paid to the linguopragmatic functions of headlines, leads, and quotations. In newspaper and publicistic texts, manipulative influence manifests itself in both explicit and implicit forms. Modality, presupposition, nomination, and metaphorical frames may influence the addressee's perception and evaluation of reality. These theoretical approaches provide a basis for a comparative study of the linguopragmatic functions and linguocultural characteristics of manipulative features in English and Uzbek newspaper and publicistic texts.

In Uzbek linguistics, the study of manipulative features of newspaper and publicistic style is closely associated with the role of mass media in public life. Newspaper and publicistic texts not only cover social reality but also influence public opinion. In this process, the selection, evaluation, and interpretation of

information are carried out through linguistic means. This necessitates an integrated investigation of the functional-stylistic and linguopragmatic features of newspaper and publicistic texts. In particular, the following statements by the President of the Republic of Uzbekistan, Shavkat Mirziyoyev, are noteworthy: "The comprehensive support provided to representatives of science and education, as well as the growing recognition of intellectual wealth, is directly connected with the history, mentality, centuries-old values, aspirations, and hopes of our people" [1] he also emphasized: "As a result of the historic transformations taking place in our country in recent years, a solid legal foundation and a favourable social environment have been established to transform the mass media into a platform for free expression and an active defender of the interests of our people. It is natural to emphasize that the words of our Jadid predecessors, who laid the foundations of the national press – "The press should be the interpreter of ideas, a servant of the development of the nation and the country, the sun illuminating people's minds and consciousness, and a mirror held up to everyone's conscience" – remain highly relevant today"[2]. Within the framework of this dissertation, linguistic units expressing national values, historical memory, and cultural identity reveal the linguocultural characteristics of newspaper and publicistic texts. From this perspective, a comparative study of English and Uzbek newspaper and publicistic texts makes it possible to identify both the universal and national-cultural characteristics of manipulative influence mechanisms.

At present, as a result of targeted reforms being implemented in various spheres of Uzbek society, new approaches to the application of research paradigms have emerged in different branches of linguistics. In this regard, particular attention is drawn to the following regulatory documents: Presidential Decree No. PF-5850 of 21 October 2019, "On Measures to Fundamentally Enhance the Status and Prestige of the Uzbek Language as the State Language"; Presidential Decree No. PF-6084 of 20 October 2020, "On Measures to Further Develop the Uzbek Language and Improve Language Policy in the Country"; Presidential Decree No. PF-6097 of 29 October 2020, "On Approval of the Concept for the Development of Science until 2030"; Resolution of the Cabinet of Ministers No. 610 of 11 August 2017, "On Measures to Further Improve the Quality of Foreign Language Teaching in Educational Institutions"; Resolution of the Cabinet of Ministers No. 139 of 11 March 2020, "On Measures to Further Enhance the Effectiveness of Fundamental and Applied Research in the Uzbek Language and Literature"; and Presidential Decree No. PF-4947 of 7 February 2017, "On the Strategy of Actions for the Further Development of the Republic

[1] Президент Шавкат Мирзиёев Ўзбекистон Республикаси мустақиллигининг йигирма тўққиз йиллигига бағишланган тантанали маросимдаги нутқи. http://insonhuquqlari.uz/uz/news/ozbekiston-yangi-renessans-markaziga-aylanmoqda.

[2] https://president.uz/uz/lists/view/6442

of Uzbekistan". The Strategy of Actions for 2017–2021[3], approved as an annex to this Decree, identified five priority areas for the development of the country, Presidential Decree No. PF-5653 of 2 February 2019, "On Additional Measures for the Further Development of the Information Sphere and Mass Communications"[4],Resolution of the President of the Republic of Uzbekistan No. PP-2909 of 20 April 2017, "On Measures for the Further Development of the Higher Education System"[5], Law of the Republic of Uzbekistan No. O'RQ-1184 of 21 October 2026, "On Amendments to the Law of the Republic of Uzbekistan 'On the Introduction of the Uzbek Alphabet Based on the Latin Script'"[6]. Furthermore, this dissertation research is expected to contribute, to a certain extent, to the implementation of the objectives set out in other relevant regulatory legal acts related to this field.

The research is consistent with the priority areas of development of science and technology in the republic. The research was carried out within the framework of the priority direction of the republic's science and technology development I. "Social, legal, economic, cultural, spiritual and educational development of an information society and a democratic state, development of an innovative economy".

Degree of scientific development of the research problem. In Uzbek linguistics, research aimed at the scholarly investigation of media language occupies a significant place. In particular, studies devoted to analysing various aspects of mass media language include the research conducted by A.Abdusaidov, I.Y.Toshaliyev, D.M.Teshabayeva, A.Kh. Mirzajonov, D.S.Khudoyberganova, M. I. Israil, L.I.Toshmukhamedova, E.A.Begmatov, Sh.A.Usmonova, M.R.Artikova, Sh.B.Jabborova, S.D.Sa'dullayev, S.Shomaqsudova, Y.R.Odilov, S.A.Atkamova, N.Yakhyayeva[7], and others.

[3] Ўзбекистон Республикаси Президентининг «2017-2021 йилларда Ўзбекистон Республикасини янада ривожлантириш бўйича Ҳаракатлар стретегияси тўғрисида»ги ПФ-4947-сон фармони. https://lex.uz/uz/docs/-4188795 08.02.2017.

[4] Ўзбекистон Республикаси Президентининг «Ахборот соҳаси ва оммавий коммуникацияларни янада ривожлантиришга оид қўшимча чора-тадбирлар тўғрисида»ги ПФ-5653-сон фармони. https://lex.uz/uz/docs/-4188795 02.02.2019.

[5] Ўзбекистон Республикаси Президентининг «Олий таълим тизимини янада ривожлантириш чора-тадбирлари тўғрисида»ги ПҚ-2909-сон қарори. https://lex.uz/docs/3171590, 20.04.2017.

[6] O'zbekiston Respublikasining Qonuni "Lotin yozuviga asoslangan o'zbek alifbosini joriy etish to'g'risida"gi O'RQ-1184-son qarori. https://www.lex.uz/en/docs/8548754?utm_s...21.10.2026.

[7] Абдусаидов А. Газета жанрларининг тил хусусиятлари. Филол.фан. д… дис. – Самарқанд, 2005; Бакиева Г.Х., Тешабаева Д.М. Оммавий ахборот тили. – Тошкент.: O'zkitobsavdo nashriyot, 2019; Бакиева Г.Х, Тешабаева Д.М. Медиамаконда матн. – Тошкент, 2019; Тешабаева Д.М., Бакиева Г.Х., Исраил М.И., Тошмухамедова Л.И., Нуритдинова М.Ч. Журналистика. III жилд. Медиалингвистика ва таҳрир. – Тошкент: Ozbekiston, 2019; Тешабаева Д.М. Оммавий ахборот воситалари тилининг нутқ маданияти аспектида тадқиқи (Ўзбекистон Республикаси ОАВ мисолида): Филол. фан. д. .дис. – Тошкент, 2012; Худойберганова Д.С. Ўзбек тилидаги бадиий матнларнинг антропоцентрик талқини: Филол.фан. д.. дис. – Тошкент, 2015; Shomaksudova S., Israil M. OAVda yozma matn. Nutq va munozara. – Тошкент.: Iqtisod-Moliya, 2018; Қўнғуров Р., Бегматов Э., Тожиев Ё. Нутқ маданияти асослари. – Тошкент.: Ўқитувчи. 1992; Мирзажонов А.Х. Современное понимание медиатекста в условиях конвергенции СМИ // Global science and innovations 2020: Central Asia. – Нур-Султан, 2020; Одилов Ё.Р. Глобаллашув даври публицистикаси тилининг тараққиёти. – Т.: Нодирабегим, 2020. – 140 б; Усмонова Ш.А. *Медиадискурсда газета тили тенденциялари (ўзбек ва инглиз тиллари мисолида)*: филол.

The linguopragmatic features of language have been investigated by Uzbek linguists Sh.Safarov, M.Khakimov, and D.Bobojonov[8].

A number of significant studies have been carried out in world linguistics on media language. Among them, first of all, D.Tannen, T.G.Dobrosklonskaya, D.N.Shmelev, S.I.Bernstein, V.G.Kostomarov, H.Hamilton, R.Fowler, N.Farklau, D.Mattenson, D.Shifrin, A.N.Vasileva, M.Montgomery, S.I.Treskova, I.P.Lisakova, Y.V.Rozhdestvensky, G.Y.Solganik, B.V.Krivenko [9] made a significant contribution.

The study of the problem of manipulation in media texts carried out by researchers such as I.G.Kateneva, A.P.Chudinov, V.Ye.Chernyavskaya, T.I.Frolova, A.A.Filinsky, M.Yu.Fedosyuk, S.S.Uzhakina, Ye.F.Tarasov, A.A.Strizhenko, K.F.Sedov, Ye.I.Pronin, Ye.S.Popova, V.N.Pankratov, L.A.Nefedova, V.Myagkih, K.Kiuru, I.O.Mironova, Ye. Lubyanoy[10].

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The connection of the dissertation research to the research plans of the higher education institution where the dissertation was completed. The research was conducted within the framework of the research activities plan of the Department of English Language and Applied Translation at Uzbekistan State World Languages University, under the topic “Investigation of Linguistic and Extralinguistic Aspects of Language and Translation Units”.

The aim of the research is to identify the lexical, syntactic, and semantic mechanisms of manipulative influence in English and Uzbek newspaper-publicistic texts, and to conduct a comparative study of the linguopragmatic functions, speech strategies and tactics, and linguocultural characteristics of manipulative features.

Research Objectives:

to examine the theoretical foundations and genre-stylistic features of newspaper-publicistic style in modern linguistics, and to identify the essence and functional characteristics of manipulative influence;

to identify the lexical and syntactic means of manipulative influence in English and Uzbek newspaper-publicistic texts, and to conduct a comparative analysis of their evaluative characteristics and communicative functions;

to describe the semantic mechanisms of manipulative influence in terms of nomination, evaluative meaning, presupposition, implicit content, and semantic transfer;

to identify the linguopragmatic features of manipulative influence strategies and tactics, and to conduct a comparative study of the manipulative functions of pragmemes and the mechanisms of their realisation through linguistic means;

to identify and comparatively analyse the linguocultural characteristics of manipulative features associated with national values, historical memory, and cultural identity in English and Uzbek newspaper-publicistic texts.

The object of the research examines manipulative features in newspaper-publicistic texts published in the English language newspapers “The New York Times” and “The Washington Post”, as well as the Uzbek language newspapers “Yangi O‘zbekiston” and “Xalq so‘zi”.

The subject of the research comprises the ways in which manipulative features are expressed through lexical, syntactic, and semantic means in English

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and Uzbek newspaper-publicistic texts, as well as their linguopragmatic functions and linguocultural characteristics.

Research Methods. The study employed descriptive and comparative methods, componential analysis, contextual analysis, discourse analysis, as well as linguopragmatic and linguocultural analysis.

The novelty of the research work is as follows:

The manifestations of manipulative features at the lexical-semantic, syntactic, and linguopragmatic levels in English and Uzbek newspaper-publicistic texts have been substantiated on a comparative basis in terms of the relationships of *standardness – expressiveness → non-standardness – anti-expressiveness*, as well as their explicit and implicit forms of manifestation within the framework of institutional discourse norms;

A comparative model based on the interrelationship between strategic objectives, speech tactics, methods of influence, and linguistic means in English and Uzbek newspaper-publicistic texts has been developed, with the patterns governing the realisation of manipulative features in accordance with communicative objectives identified;

The illocutionary and perlocutionary features of manipulative influence in English and Uzbek newspaper-publicistic texts have been elucidated on the basis of the relationship between *illocution – perlocution – manipulative influence*, and the linguopragmatic mechanisms involved in directing the addressee's attention and influencing their perception and evaluation of reality, including both universal and nationally and culturally specific features, have been substantiated;

The linguocultural characteristics of manipulative features associated with institutional neutrality, political and legal nomination, and implicit evaluation in English newspaper-publicistic texts, as well as those related to social solidarity, respect, national values, and collective responsibility in Uzbek newspaper-publicistic texts, have been identified and substantiated in terms of the common and distinctive aspects of their realisation within cultural contexts on a comparative basis.

The practical results of the research work are as follows:

The lexical, syntactic, and semantic means that give rise to manipulative influence in English and Uzbek newspaper-publicistic texts have been identified, and a classification of these means according to their linguopragmatic functions has been developed;

The interrelationships between manipulative influence strategies, speech tactics, and the linguistic means through which they are realised have been systematised. The characteristics of these means associated with national values and cultural contexts have been comparatively analysed;

Criteria for identifying manipulative influence have been developed on the basis of evaluative nomination, explicit and implicit meaning, presupposition, framing, and semantic shifts. These criteria serve to identify covert means of influence in newspaper-publicistic texts and to analyse textual content from a linguopragmatic perspective;

Based on the research findings, the possibilities for identifying and describing manipulative features in English and Uzbek newspaper-publicistic texts have been substantiated. Approaches to applying the findings in media text analysis, media literacy, and editorial practice have also been outlined.

The reliability of the research work results. The reliability of the research results is ensured by the relevance of the selected linguistic materials to the research aims and objectives. English and Uzbek newspaper-publicistic texts have been examined using descriptive, comparative, semantic, contextual, and linguopragmatic methods of analysis. The lexical, syntactic, and semantic features of manipulative elements have been analysed in relation to the communicative purposes of the texts.

Mechanisms of influence realised through evaluative nomination, explicit and implicit meaning, presupposition, and syntactic constructions have been identified. Their potential to influence the addressee's perception and evaluation has been interpreted on the basis of linguopragmatic and linguocultural criteria. Based on the results of the comparative analysis, scientific conclusions have been drawn regarding the common and distinctive features of manipulative elements.

The scientific and practical significance of the research findings. The scientific significance of the research results is determined by the comparative examination of the linguistic mechanisms of manipulative influence in English and Uzbek newspaper-publicistic texts. The lexical, syntactic, semantic, and linguopragmatic features of manipulative elements have been systematized. Their relationship with speech strategies and tactics has been theoretically substantiated. The findings of the research contribute to the study of manipulative influence within medialinguistics, pragmalinguistics, discourse analysis, and linguocultural studies. In particular, they provide a theoretical basis for explaining the formation of implicit content in media texts, the pragmatic functions of evaluative means, and the influence of national-cultural factors. The developed comparative model makes it possible to distinguish between the universal and national-cultural characteristics of manipulative strategies and tactics.

The practical significance of the research results lies in the possibility of applying the findings within the higher education system. In particular, they can be used in teaching the following academic disciplines: "Medialinguistics", "Newspaper Language and Style", "Lexicology", "General Linguistics", "Linguocultural Studies", "Pragmalinguistics", and "Media Translation". The research materials can serve as a basis for developing methodological resources for textbooks, teaching manuals, and specialised courses. The findings also provide a practical basis for the linguopragmatic analysis of media texts, the identification of manipulative features, and the interpretation of pragmatic meaning in translation.

Implementation of the research results. Based on the scientific results and practical proposals obtained in the study of the linguopragmatic aspect of manipulative markers in journalism (based on English and Uzbek newspaper texts):

The research findings, including the characterization of the multilayered *lexical – semantic – syntactic – pragmatic* system that ensures persuasive impact in English and Uzbek journalistic style, and the substantiation of the functional interdependence of manipulative markers at each level of this system – particularly lexical choice, semantic modelling, and syntactic configuration as well as their frequent consolidation in explicit or implicit forms within institutional speech norms and standardized linguistic units, have been used in preparing sections of the independent newspaper Hurriyat (Certificate No. 05/02-26 dated 5 February 2026, issued by the independent newspaper Hurriyat of the Republic of Uzbekistan) and the literary, scientific, educational, and social weekly newspaper Jadid (Certificate No. 126 dated 4 February 2026, issued by the literary, scientific, educational, and social weekly newspaper Jadid). As a result, broader opportunities have been created for analyzing newspaper-publicistic texts and conducting a critical examination of the phenomenon of manipulation;

The research findings and materials concerning the development and description of a comparative model of the mechanism of manipulative influence, based on the interplay of strategic objectives, tactical actions, methods of implementation, and the linguistic means employed to support them, as well as the identification of the patterns governing manipulation in newspaper texts, were used in the applied research project AM – F3 – 201908172, entitled "Development of an Educational Corpus of the Uzbek Language," implemented at Tashkent State University of Uzbek Language and Literature in 2020-2023 (Certificate No. 1/4 – 2511 dated 27 June 2026, issued by Tashkent State University of Uzbek Language and Literature). The findings contributed to identifying the linguopragmatic features of Uzbek publicistic texts, describing the strategies, tactics, and linguistic means through which manipulative influence is conveyed, and compiling corpus materials;

The research findings demonstrating that, across various newspaper genres in English and Uzbek newspaper texts, linguistic devices enhance the persuasive impact of media texts and that universal mechanisms, such as emotional influence aimed at directing audience attention towards information, operate in both languages within the *illocution – perlocution – manipulation* model, were used within the framework of the scientific and practical project "TRIGGER" (Project No. 617309 – EPP – 1 – 2020 – 1 – EPPKA2 – CBHE – JP), implemented at Termiz State University from 2021 to 2025 (Certificate No. 06/12-261 dated 30 June 2026, issued by Termiz State University). These findings were applied in developing the content of educational, methodological, and informational materials prepared within the project. In addition, the findings related to this scientific contribution were used in preparing texts for the socio-political newspaper XXI asr (Certificate No. 1711 dated 3 March 2026, issued by the socio – political newspaper XXI asr of the Republic of Uzbekistan). As a result, the pragmatic and persuasive features of publicistic materials were enhanced on the basis of the identified patterns governing universal

communicative mechanisms that generate manipulative and emotional influence in English and Uzbek newspaper texts. The effectiveness of purposefully influencing the audience's reception and interpretation of information was also improved;

The research findings substantiating the relationship between manipulative markers and cultural contexts and values have been used in the international research project entitled "English as a School Subject in Basic Education: Influencing Future Policy Directions," implemented at Uzbekistan State World Languages University in 2024-2025 with the support of the British Council (Certificate No. 11 – 25/944 dated 23 September 2026, issued by Uzbekistan State World Languages University). These findings established that, in English newspaper-journalistic style, liberal-democratic norms of public communication and the tendency towards legal and political institutional neutrality are often manifested through implicit manipulative devices, whereas in Uzbek newspaper -journalistic media texts, manipulative markers are associated with such concepts as social solidarity, respect, traditional values, and collective responsibility. The findings were also used in the fundamental research project entitled "Sustainable Collection of Research Data for the Protection of Intangible Cultural Heritage: Focus on Central Asia and Small Island Developing States (2022–2024 Fiscal Year)," Project No. APC2C/10, funded by the International Research Centre for Intangible Cultural Heritage in the Asia – Pacific Region (IRCI) through the Japan Foundation for Cultural Exchange in 2022-2024 and implemented by the Umrboqiy Meros Centre for the Promotion of Uzbek Culture and Art (Certificate No. 10 dated 21 July 2026, issued by the Centre for the Promotion of Uzbek Culture and Art). As a result, these research findings contributed to a comparative analysis of the national-cultural and linguopragmatic features of manipulative markers in English and Uzbek newspaper-publicistic media texts, the identification of the interrelationship between norms of public communication, cultural values, and mechanisms of manipulative influence across different cultural contexts, and the development of research and analytical materials within the framework of the projects.

The approval of research work results. This research was discussed at 5 international and 5 republican scientific and practical conferences.

The publication of research work results. A total of 15 scientific works on the topic of the dissertation were published, including 3 articles in scientific publications recommended for publication by the Higher Attestation Commission of the Republic of Uzbekistan.

The volume and structure of the research work. The dissertation consists of an introduction, three chapters, a conclusion, and a list of references. The total volume of the dissertation is 157pages.

THE MAIN CONTENT OF THE DISSERTATION

The introduction establishes the relevance and necessity of the topic, describes the purpose, objectives, and methods of the dissertation, identifies its

object and subject, indicates its compliance with the priority areas of development of science and technology of the republic, reveals the scientific novelty and practical significance of the research, introduces the results of the research into practice, approbates them, provides information on published works, justifies the scientific novelty of the work, the reliability of the results obtained, and the scientific and practical significance, and provides information on the structure and volume of the dissertation.

The first chapter of the dissertation, entitled "**SCIENTIFIC-THEORETICAL BASIS OF MANIPULATIVE SIGNS IN THE MEDIASPACE IN WORLD LINGUISTICS"**, contains sections on rublicistics as an object of study in linguistics, the theoretical interpretation of the newspaper-publicistic style in modern linguistics, and the manipulative functions of newspaper-publicistic style.

Journalism is recognized as one of the most active forms of speech capable of influencing the public. In its essence, the tasks of providing information, interpreting reality and directing social thought in a certain direction are simultaneously implemented. Therefore, the journalistic text appears as a semiotic system that is broader than the simple communicative capabilities of language, shaping the socio-information environment. In it, facts, assessments and the author's communicative intention always come together, creating a certain form of understanding, acceptance and attitude in the reader. After all, "World journalism is a huge mirror, a single information landscape, an incomparable encyclopedia in which the struggle of each people for its rights is recorded. If local authorities do not recognize national journalism and journalism as the fourth power, then international journalism and journalism will emerge as the fourth power, and there will be no force to destroy it, because journalism is one of the leading and most attractive forms of the spiritual vitality of all humanity"[11] and "... every journalist, journalist, and creator must reflect the life, spirit, thoughts, joys, and concerns of their nation in their works, and be guided by national values"[12]. From this point of view, in the study of journalism in linguistics, in addition to its direct linguistic description, it is important to analyze it in connection with the general communicative environment of society, priority trends in state policy, and multifactorial social processes. Because the effectiveness and pragmatic capabilities of the journalistic text are formed in connection with these external factors. As a result, this style is recognized as a unique indicator of spiritual, political, and ideological movements in society, rather than a simple part of the linguistic environment.

[11] Машарипова Т. Публицистика назариясида асарнинг мазмун ва шакл муаммолари (Қорақалпоғистон Республикаси матбуоти материаллари мисолида). Филол. бўйича фалсафа док.и (PhD) дис.автор. – Тошкент, 2017. – 49 б. –Б.12.

[12] Худойқулов М. Ўзбек ҳажвий публицистикасининг шаклланиш тамойиллари (XIX аср охири – XX аср ўрталари ўзбек матбуоти материаллари асосида): Филол. фанлари доктори ... дис. – Тошкент, 2001. – 293 б.

The study analyzes the stage of development of Uzbek journalism. The formation of the concept of journalism in Uzbekistan is directly related to the Jadid movement. The publication of the newspaper “Taraqqiy” by Ismail Obidiy on June 27, 1906 marked a new historical stage in the development of the national press. The emergence of this publication expanded the sphere of social influence of the mass media and significantly complicated the scope and content of the educational, political and social tasks assigned to them. Thus, the national press became an important spiritual arena that for the first time consistently brought to the agenda issues of national development, which contributed to the processes of awakening in the consciousness of society, and later laid the foundation for the formation of the idea of independence.

With the advent of independence, Uzbek publicistic writing reached a new stage in terms of content and style, evolving into a complex media phenomenon characterised by ideological and stylistic syncretism. The stereotypical themes, political slogans, and formulaic modes of expression that had previously prevailed gradually lost their influence.

Sh.Qosimov cites the following opinion about journalism: “Publicity belongs to literature and journalism and reflects the most important and urgent political, economic, and social problems of our time. The goal of journalism is to attract people's attention to a certain fact, achieve their reaction, and influence society. In journalism, the author's position is always clearly stated and artistic textures are not allowed”[13].

T.Masharipova shows that the term “publicistics” has four main layers of meaning: the process of giving the material a publicistic character through a special methodological processing; a set of special texts with certain functional and structural criteria; a special type of creative activity in the artistic and analytical direction; media practice, formed as a social institution of mass communication[14].

In the Western media system, the terms “journalism” and “publicistics” are often used synonymously. The English term does not fully cover the content of journalism as we understand it; in practice, this concept is interpreted not as an independent genre – style phenomenon, but as an analytical and interpretative activity within journalism in the broad sense. If we look at the state of modern journalism in the United States, it becomes clear that the importance of publicistic materials in the media space is increasing in line with the trends observed in the global information environment. They are distinguished by their increasingly

[13] Қосимов Ш. Публицистика ва адабиётшуносликнинг тарихан муштараклиги масаласи. – Б. 18–24.
[14] Машарипова Т. Публицистика как драматизация стиля. № 1(5)/2015. Ўзбекистонда хорижий тиллар № 1(5)/2015. – С.119-126.

important role in shaping public consciousness, expressing attitudes towards social reality, and managing communication processes[15].

J. Nero in his work "Last Rights: Revisiting Four Theories of the Press" notes that in the United States, the publicist is the central figure who determines the ideological direction of the press. His function is not limited to analysis and commentary, but is also manifested in the management of public opinion. The scientist, such publicists include authors such as W. Lippman, N. Chomsky, T. Friedman, P. Krugman. They are recognized as the "intellectual face" of publicistic institutions[16].

Newspaper discourse constantly reinforces a certain reality in the public consciousness as "real" and reinforces its corresponding interpretation, and discourse researchers call this process "the discursive process of truth." The term "manipulation" itself comes from the Latin word manipulus (manus – "hand" and plere – "to fill"). The first meaning of this word is used in a technical environment and means the manipulation of objects for a specific purpose, the handling of objects by hand, or actions performed by hand. In this context, the use of this term in the field of technology is considered to be close in meaning to it[17].

Many researchers, when interpreting the category of "manipulation", primarily pay special attention to its hidden nature and the impact it has on the mental structures of the object of manipulation [18] . Therefore, some authors define manipulation as "mental influence, hidden domination"[19], others as "restructuring the reality of the object by the subject of secret influence"[20], and still others as "power over the mental state"[21], "the practice of covert influence"[22]. What unites these classifications is that manipulation is considered a form of influence that is not openly expressed, acts through psychological mechanisms, and involuntarily redirects the consciousness of the object of influence. Manipulation differs from simple influence and persuasion.

The second chapter of the study is entitled **"LINGUISTIC MECHANISMS OF MANIPULATIVE INFLUENCE IN ENGLISH AND UZBEKISTAN NEWSPAPER-JOURNALISTIC STYLE"**. This chapter consists of sections

[15] Машарипова Т. Публицистика назариясида асарнинг мазмун ва шакл муаммолари (Қорақалпоғистон Республикаси матбуоти материаллари мисолида). Филол. бўйича фалсафа док.и (PhD) дис.автор. – Тошкент, 2017. – 49 б. –Б.12.

[16] Nerone J. Last Rights: Revisiting Four Theories of the Press. – Urbana: University of Illinois Press, 2001. – 242 p.

[17] Юренков В.В. Манипуляция как вид деятельности // Социально-политические науки. – 2014. – № 3. – С. 56–59.

[18] Riker W.H. The Art of Political Manipulation. Qulalities on casual attributions for a speaker's behavior. − London., 1986. – С. 88.; Ражабов М.Ж. Манипуляция турлари ва одамларда репрезентатив тизимнинг ифодаланиши. ISSN 2181-1717 (E) Образование и инновационные исследования (2022 год No6). https://interscience.uz/index.php/home/article/view/1418/1234; Покровская Е.А. Прагматика современного газетного текста // Русская речь. 2006. № 3. С. 81-87.

[19] Бессонов Б.Н. Идеология духовного подавления. − М.: Политиздат, 1971. – С. 110.

[20] Riker W.H. The Art of Political Manipulation. Qulalities on casual attributions for a speaker's behavior. − London., 1986. – С. 88.

[21] Волкогонов Д.А. Психологическая война. − М.: Прогресс, 1983. – С. 121.

[22] Кара-Мурза С.Г. Манипуляция сознанием. − М.: Алгоритм, 2000. − С. 14-16.

entitled “The manipulative effect of lexical means in journalistic texts”, “The manipulative effect of syntactic means in journalistic texts”, and “The semantic nature of manipulative effect in journalistic texts”. In order to reveal the internal structure and mechanisms of expression of media texts, this chapter focuses primarily on their lexical-semantic and syntactic properties. Analysis in this direction serves to determine how meaning is formed in a media text, how it is transformed, and through which linguistic means it can be influenced by the recipient’s consciousness. Along with the selection of lexical units, their semantic load and their interrelationships in context, special attention is paid to the construction of syntactic structures, sentence order and the functional use of grammatical forms. This allows us to understand the media text as a holistic communicative phenomenon and scientifically substantiate its manipulative capabilities.

The lexical features of manipulative influence in newspaper-publicistic texts are associated with the nominative, evaluative, and pragmatic functions of words. In addition to naming reality, lexical units also express a particular attitude towards it. In this process, emotional-expressive and evaluative meanings are added to the denotative meaning of a word. As a result, the addressee may perceive information from a particular interpretative perspective.

The lexical features of manipulative influence are also manifested through adjectives. An adjective expresses a characteristic of an object or phenomenon. However, in newspaper-publicistic texts, it often also performs an evaluative function. The English adjectives *“powerful”, “effective”, “successful”, “flawless”, “reliable”,* and *“stable”* can be used to express a positive attitude towards a particular object. In Uzbek, the lexical units *“qudratli”, “samarali”, “muvaffaqiyatli”, “benuqson”, “ishonchli”, “barqaror”,* and *“ilg‘or”* possess similar characteristics. Their evaluative meaning may be intensified or restricted depending on the context.

Nouns in newspaper-publicistic texts also have the potential to generate manipulative influence. In particular, abstract nouns with socio-political connotations convey particular values or perceptions of threat. In English, such lexical units include “security”, “stability”, “freedom”, *“threat”, “crisis”, “democracy”, and “reform”*. In Uzbek, the nouns *“xavfsizlik”, “barqarorlik”, “erkinlik”, “tahdid”, “inqiroz”, “taraqqiyot”, and “adolat”* may perform similar functions. The pragmatic meaning of these lexical units is determined by the social and cultural context in which they are used. For example, in the headline “Turmoil as Ottawa prepares for Trump” (“The Washington Post”.12.30.24), the noun “turmoil” characterizes the political situation in terms of instability.

The semantic structure of this word includes the meanings of disorder, conflict, and uncertainty. Its use in the headline foregrounds the negative aspects of the political process. Through this, the addressee may perceive reality within a

particular evaluative framework. In Uzbek newspaper-publicistic texts, the evaluative function of abstract nouns is often manifested in connection with national values and social relations. For example, in the headline *"Tarixiy qardoshlik va do'stlik an'analariga asoslangan strategik sheriklikning yangi imkoniyatlari"* ("Xalq so'zi".11.18.25), the nouns *"qardoshlik", "do'stlik",* and *"an'ana"* carry positive cultural connotations. These lexical units serve to interpret interstate relations on the basis of historical affinity. The phrase "Strategik sheriklik", in turn, expresses the formal and political nature of these relations. As a result, political content becomes associated with national and cultural values.

A similar feature can also be observed in lexical units associated with historical memory. For example, in the headline *"Qahramon ajdodlarimizning mardligi va matonati biz uchun hamisha ibrat maktabi"* ("Xalq so'zi".05.09.25), the words *"qahramon", "mardlik",* and *"matonat"* convey positive evaluative meaning. The metaphorical phrase *"Ibrat maktabi"* interprets past events as a moral example for the present generation.

The lexical mechanism of manipulative influence is not limited to individual expressive words. The use of neutral nominations in combination with evaluative units also generates pragmatic meaning. In English and Uzbek, the meaning of intensity is primarily conveyed through adverbs, adjectives, quantitative units, particles, verbs, and fixed expressions. In newspaper-publicistic texts, these linguistic devices may serve to intensify evaluation, highlight specific information, and direct the addressee's attention.

Drawing on a corpus of 238 journalistic texts 121 in English and 117 in Uzbek – this study combined content analysis with comparative, contrastive, and descriptive linguostatistical methods to establish criteria for using absolute frequencies and relative percentages to characterize the lexical, linguopragmatic, and linguocultural features of manipulative markers.

Specifically, within the comparative linguostatistical model for lexical means of manipulation, the most prominent categories were evaluative adjectives and nominations (79.8%), intensifiers (76.5%), and emotionally expressive units (73.5%). A relatively higher proportion of emotionally expressive units in English texts (79.3%) and of evaluative adjectives and nominations in Uzbek texts (83.8%) made it possible to characterize the comparative features of lexical evaluation and emotional impact mechanisms.

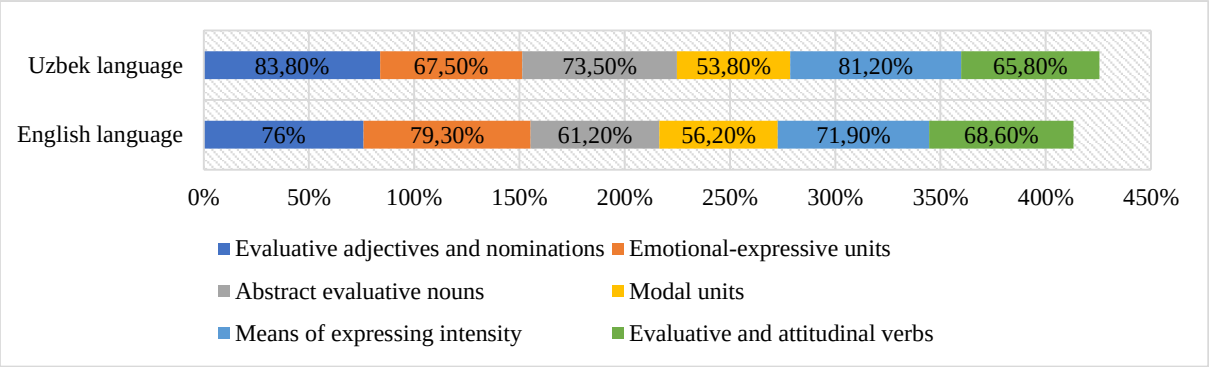

Figure. Comparative linguostatistical indicators of lexical devices with manipulative effects in English and Uzbek newspaper-publicistic texts

Here, the relative frequency formula of descriptive statistics across texts is applied:

$$P_i = \frac{m_i}{M} \times 100\ \%$$

Where: P_i – the percentage of texts in which the criterion occurs; m_i – the number of texts in which the criterion was identified; M – the total number of texts in the respective language.

The following formula is used to calculate the overall percentages:

$$P_i = \frac{m_{English} + m_{Uzbek}}{238} \times 100\ \%$$

The study identified the manipulative features of degree and quantity adverbs, superlative forms and comparative devices, evaluative adjectives, adverbs expressing completeness and absoluteness, emphatic and intensifying particles, and verbs conveying intensity. Furthermore, adjectives may express intensity directly or perform an intensifying function through their evaluative meaning.

In English, verbs such as *"intensify", "increase", "escalate", "accelerate", "amplify", "strengthen", "heighten", "boost", "expand", "deepen", "surge", "soar", "skyrocket", "plunge",* and *"weaken"* indicate changes in the degree of an action or state. In Uzbek, verbs such as *"kuchaytirmoq", "oshirmoq", "keskinlashtirmoq", "jadallashtirmoq", "tezlashtirmoq", "chuqurlashtirmoq", "avj olmoq", "kuchaymoq", "ortib bormoq", "yuksaltirmoq", "pasaytirmoq", "zaiflashtirmoq", "susaytirmoq", "ko'paytirmoq",* and *"kengaytirmoq"* express changes in the intensity of a process.

The potential for manipulative influence in syntactic structures is associated with presenting one part of the information as more prominent than the others. However, whether such a structure serves to justify a particular interpretation or promote a one-sided evaluation can only be determined on the basis of the overall content of the article. Let us consider an example from the English-language newspaper-publicistic text: *"Donald Trump entered the White House eight years ago with a Cabinet full of traditional conservative credentials, tapping some people he barely knew to help him learn his way around Washington. Now the president-elect has rapidly assembled a different kind of team for his second term – enlisting*

people deeply critical of the agencies they will lead, bucking conservative orthodoxy with some of his picks and, above all, rewarding his most loyal allies" ("The Washington Post".11.27.24). The temporal markers *"eight years ago"* in the first sentence and *"now"* in the second serve to contrast the previous and current political situations. The forms *"enlisting", "bucking",* and *"rewarding"* constitute parallel non-finite verbal constructions that elaborate on different aspects of the action expressed by the main predicate "has assembled". The phrase *"above all"* singles out the final component for particular emphasis. Consequently, although several actions are listed, the aspect associated with political loyalty is foregrounded as the principal evaluative conclusion.

In newspaper-publicistic texts, syntactic devices referring to the source of information indicate who the information is attributed to, which source it is based on, and the author's attitude towards it. This feature is associated with evidentiality, which serves to express the source of information and the way in which it was obtained. In English, such devices include *"according to", "as reported by", "officials said", "the report stated", "experts warned", "it is believed that", and "sources indicated"*. In Uzbek, constructions such as *"ma'lum qilishicha", "fikriga ko'ra", "xabar berishicha", "ma'lumotlarga ko'ra", "manbalarga qaraganda", and "qayd etilishicha"* perform similar functions. However, their grammatical status is not identical: some are postpositional phrases, while others are verb forms or the predicates of reporting clauses. In an English-language newspaper, this mechanism is expressed as follows: *"Former congressman Matt Gaetz (R-Florida) regularly paid for sex, possessed illegal drugs and paid a 17-year-old girl for sex in 2017, according to a 42-page report released by the House Ethics Committee on Monday on President-elect Donald Trump's former pick for attorney general. The report cited 'substantial evidence' that from 2017 to 2020, Gaetz 'regularly paid women for engaging in sexual activity with him'"* ("The Washington Post".12.24.24). A similar relationship between source attribution and evaluation can also be observed in Uzbek newspaper-publicistic texts: *"Barcha sohalarda erishilayotgan ijobiy sur'at va faol aloqalar mamnuniyat bilan qayd etildi. Savdo, transport, energetika, suv xo'jaligi va boshqa muhim sohalarda amalga oshirilgan ishlarga yuqori baho berildi. Shubhasiz, ushbu yutuqlarda Turkmaniston Xalq Maslahati Raisi, hurmatli Gurbanguli Berdimuhamedovning ulkan hissasi bor, - dedi Prezidentimiz"* ("Xalq so'zi".11.18.25).

It should be noted that these criteria share common semantic and pragmatic features in English and Uzbek newspaper-publicistic texts. In both languages, certain aspects of reality may be foregrounded through abstract positive nominations, appeals to values, euphemisation, dysphemisation, and metaphorical reinterpretation.

The third chapter is entitled **" LINGUOPRAGMATIC FEATURES OF MANIPULATIVE FEATURES IN ENGLISH AND UZBEK NEWSPAPER-**

PUBLICISTIC TEXTS" and covers such topics as the strategy and tactics of manipulative influence in the languages being compared: The pragmatic aspect and manipulative function of pragmemes in English and Uzbek newspaper-publicistic discourse and the occurrence of manipulative signs in English and Uzbek journalistic texts in a cultural context. Also, this chapter analyzes the occurrence of manipulative signs referring to values, manipulative signs based on cultural-historical experience, and manipulative signs forming cultural identity.

According to the basic principle of linguopragmatic analysis, language as a means of communication performs not only the function of conveying information, but also the function of influencing the interlocutor or reader. The communicative environment of a modern person is largely formed through the mass media. Therefore, the interaction between the media and its addressee and the need to influence the reader make the problem of selecting and systematically organizing language units within the media text relevant. Such a selection should serve to quickly and effectively convey information, increase the effectiveness of communication, and achieve the desired result.

This chapter interprets the issues of strategy and tactics in manipulation from a pragmalinguistic perspective, viewing them as a set of speech acts performed by a journalist, a system of consistent decisions, and a process involving the conscious selection of specific communicative actions and linguistic devices.

Based on the findings obtained from the analysis of newspaper-publicistic texts in the English and Uzbek media environments, a three-stage model of communicative influence based on pragmemes *illocution → perlocution → manipulation* has been developed. In this model, the pragmeme functions as the central mechanism. At the first stage, the pragmeme fulfils an illocutionary purpose, whereby the author expresses their position, issues a warning, or legitimises a particular viewpoint through an evaluative speech act. At the second stage, these evaluative signals generate specific emotional and cognitive responses in the audience, thereby producing a perlocutionary effect. At the third stage, reality is perceived within a particular frame on the basis of these responses. In this way, pragmemes perform a manipulative function by indirectly influencing the audience's evaluative framework, political stance, and decision-making process.

Another characteristic of pragmemes in Uzbek publicistic writing is manifested in their use in relation to socio-historical values. The following excerpt from the newspaper "Xalq so'zi" serves as an example:

"Prezident Shavkat Mirziyoyev ushbu sana munosabati bilan G'alaba bog'iga tashrif buyurib, xotira marosimida ishtirok etdi. Bog' bo'ylab mungli kuy taraladi. Bu yerdagi har bir yodgorlik, timsol va bitiklar mudhish urush haqiqatlarini ifoda etadi, xalqimizning g'alabaga qo'shgan ulkan hissasini urg'ulaydi. Bog' bugungidek bayram kunlarida, ayniqsa, gavjum bo'ladi" ("Xalq so'zi".05.09.25).

In this excerpt, the phrases *“mungli kuy”, “mudhish urush haqiqatlari”, and “ulkan hissa”* convey different evaluative meanings. The adjective “mungli” expresses an emotional attitude associated with sorrow and grief, while the adjective *“mudhish”* conveys a negative evaluation of the devastating consequences of war. The phrase *“ulkan hissa”,* in turn, serves to express a positive evaluation of the historical contribution made by the people.

In English and Uzbek newspaper-publicistic texts, pragmemes are manifested through the integration of evaluative semantics and communicative purpose. Although their linguistic forms of expression differ, their common feature lies in activating a particular attitude towards reality. In the examples analyzed, metaphorical nominations, evaluative adjectives, emotionally charged nouns and verbs, as well as modal units, are employed as means of pragmatic influence.

In characterising pragmemes as manipulative features, their semantic structure, contextual function, and evidential basis should be analysed in an interrelated manner. It is precisely this relationship that makes it possible to distinguish between ordinary evaluation, explicit persuasion, and manipulative guidance.

In the comparative linguostatistical model developed to assess the linguopragmatic features of pragmemes, pragmemes accounted for 35.7%, sign-functions for 32.8%, and sign-connotations for 31.5% of the total.

3.1.-table

A comparative-quantitative distribution of evaluative tools by linguopragmatic types in English and Uzbek newspaper and journalistic texts

№	Evaluation tools	Feature-function		Sign-connotation		Pragmeme		Total
		English	*Uzbek*	*English*	*Uzbek*	*English*	*Uzbek*	
1	Evaluative nominations	10	11	7	6	9	10	**53**
2	Metaphorical expressions	3	4	15	5	8	5	**40**
3	Emotional-evaluative units	8	10	10	5	8	9	**50**
4	Political and legal evaluative units	7	7	9	6	7	7	**43**
5	Units representing social values	6	12	5	7	9	13	**52**
Total		**34**	**44**	**46**	**29**	**41**	**44**	**238**
Overall		**78**		**75**		**85**		

In the English distribution, sign-connotations account for a relatively high share (38%), whereas in Uzbek, sign-functions and pragmemes predominate (37.6% each). This served as the basis for a comparative characterization of the functional differences in the contextual and explicit expression of evaluative meaning.

3.1. - Figure. Comparative quantitative analysis of linguopragmatic types of evaluative means in English and Uzbek newspaper and journalistic texts

Values constitute one of the semantic foundations for evaluating reality in newspaper-publicistic texts. In English newspaper-publicistic texts, lexical units such as *“freedom”, “human rights”, “national security”, “public accountability”, “rule of law”, and “democratic values”* express legal, political, and moral values. In the Uzbek press, nominations such as *“erkinlik”, “inson huquqlari”, “milliy xavfsizlik”, “qonun ustuvorligi”, “ijtimoiy adolat”, “birdamlik”, and “milliy taraqqiyot”* perform similar functions. Although these units are semantically related, they cannot all be regarded as fully equivalent.

The expression of universal human values in the English-language media environment, particularly the representation of concepts such as loyalty to the homeland, national belonging, and civic duty, is realised through specific linguistic patterns. In this process, lexical units such as *“homeland”, “nation”, “our country”, “national interest”, and “patriotism”,* together with symbolic nominations, activate the notions of territorial affiliation and statehood. At the same time, in English media discourse, attitudes towards the homeland are often interpreted in connection with civic responsibility, commitment to democratic values, and duty to society. Such interpretations are reinforced through pragmatic strategies that emphasize the balance between individual freedom and the public interest. Consequently, national pride and civic identity are shaped through media texts in conjunction with rational argumentation and institutional symbols. In English media discourse, the values of patriotism and national belonging are systematically expressed through specific lexical units. Consider the following examples: in the sentence *“Defending the homeland remains the top priority of the government”* (“The New York Times”.17.03.24), the idea of territorial affiliation and national security is activated, whereas the phrase *“The nation stands united in the face of global challenges”* (“The New York Times”.17.03.24) reinforces the concept of collective solidarity and shared national responsibility. Similarly, the example *“We must work together to protect our country and its future”* (“The Washington Post”.10.02.24) engages the audience within the framework of shared civic duty through inclusive address, while *“The decision was made in the best national interest”* (“The Washington Post”.10.02.24) serves to justify political decisions as legitimate and appropriate. The statement *“True patriotism means standing up for democratic values”* (“The Washington Post”.10.02.24) interprets patriotism not merely as an emotional sentiment but as an ideological and civic position, thereby shaping national values in the audience’s consciousness in harmony with democratic norms.

A specific system of linguistic features has developed in the expression of Uzbek universal human values in media texts. Among these, lexical-semantic units expressing respect and reverence for one’s birthplace and homeland, as well as

feelings of love and loyalty towards the Motherland, occupy a prominent place. Through these units, the concepts of national territorial belonging, historical memory, and collective pride are activated, thereby strengthening the spirit of patriotism in the audience's consciousness and establishing a moral foundation that promotes social solidarity.

The following are typical examples of lexical-semantic units expressing the values of attachment to one's birthplace, homeland, and love for the Motherland in Uzbek media texts, together with brief explanations of their pragmatic functions: *"Ona yurt ravnaqi – har bir fuqaroning muqaddas burchi"* ("Yangi O'zbekiston".19.12.25).

In newspaper-publicistic texts, references to cultural and historical experience make it possible to interpret current realities by relating them to the past. Historical figures, events, symbols, and social traditions carry familiar semantic associations within a particular cultural context. When incorporated into publicistic texts, they connect information about an event to a broader historical context.

It becomes evident that, in both the English and Uzbek media environments, manipulative features grounded in cultural and historical experience operate primarily through indirect cognitive mechanisms rather than through overt forms of influence. In this regard, in order to provide a scholarly substantiation of the role of cultural and historical experience in manipulative features, media discourse needs to be examined in relation to the mediation of collective memory and the influence of stereotypes and mnemonic "templates" on journalistic selection.

These markers are associated with national history, traditions, and collective memory, thereby fostering a sense of cultural affinity in the addressee. For example, in English, expressions such as *"historical responsibility", "legacy", "tradition of democracy", and "lessons of history",* among others, are used.

Let us consider examples from the English-language press: *"World leaders stressed their* ***historical responsibility*** *to protect future generations from the consequences of climate change"; "The government emphasized i****ts historical responsibility*** *to ensure national security and social stability"; "The president's legacy will be judged by how successfully he strengthened democratic institutions"; "Healthcare reform remains the most controversial part of* ***his political legacy****"; "The peaceful transition of power reflects the country's long tradition of democracy"; "Free elections are seen as a cornerstone of the nation's* ***tradition of democracy****"; "The crisis reminded policymakers of the* ***lessons of history*** *and the dangers of political polarization"; and "Leaders warned that ignoring the lessons of history could lead to serious economic consequences"* (The New York Times, The Washington Post, 2024 and 2025). In these examples, the expression *"historical responsibility"* is frequently used in media texts to justify political decisions and the actions of state leaders on the basis of moral and ethical principles. Through this

concept, present-day realities are linked to past experience, placing decision-makers within a framework of "accountability before history".

In Uzbek publicistic articles, lexical units and expressions such as *"tarixiy tajriba", "milliy meros", "an'anaviy qadriyatlar", "asrlar davomida shakllangan", "tarix saboqlari", and "tariximiz"* are commonly observed. For example: *"Tarixiy tajriba shuni ko'rsatadiki, barqaror taraqqiyot faqat islohotlar orqali ta'minlanadi"; "Davlat boshqaruvida tarixiy tajribadan oqilona foydalanish muhim ahamiyat kasb etadi"; "Milliy merosni asrash va uni kelajak avlodlarga yetkazish har bir fuqaroning muqaddas burchidir"; "Madaniy sohada amalga oshirilayotgan islohotlar milliy merosni targ'ib qilishga xizmat qilmoqda"; and "An'anaviy tarixiy qadriyatlar jamiyatda ma'naviy barqarorlikni ta'minlovchi asosiy omil hisoblanadi"* ("Yangi O'zbekiston", "Xalq so'zi". 2024 and 2025).

The analysis of English and Uzbek media texts revealed the frequent use of the following linguistic devices as manipulative features expressing cultural identity: *"Western society", "modern world", and "global community"* in English, and *"jamiyatimiz", "zamonaviy dunyo", and "jahon hamjamiyati"* in Uzbek, among others.

For example, in English: *"The Haitian filmmaker's 'Ernest Cole: Lost and Found' draws parallels between apartheid South Africa, segregation in the United States and the modern world"* ("The Washington Post".11.25.24); *"If you want a stable, democratic Western society that can counter China, this is your address"* ("The Washington Post".08.07.24); *"Environmental sustainability has emerged as a central concern in the modern world"; "Social networks have transformed communication patterns in the modern world"* ("The Washington Post".03.08.25); *"The global community must unite to combat climate change"; "Economic instability in one region affects the global community as a whole"; and "The global community is increasingly interconnected through trade and digital platforms"* ("The New York Times".04.04.25).

In English publicistic media discourse, the expression of cultural identity is not limited to the concepts of *"Western society", "modern world", and "global community".*

The frequent use of manipulative features in English and Uzbek publicistic texts is closely associated with the national cultural environment, social values, and historically established communication traditions. In English media discourse, manipulative influence is primarily exerted through models of interpreting reality based on institutional neutrality, democratic norms, and the concepts of individual freedom.

In the comparative linguostatistical model of the linguocultural features of manipulative signs, legal-democratic values accounted for 18.1%, patriotism and national affiliation, as well as collective-national identity, accounted for 17.2% each, global-civilizational community for 16.8%, cultural heritage and historical

continuity for 16.4%, and historical responsibility and lessons of history for 14.3%. Legal-democratic values were relatively dominant in the English-language model (22.3%), whereas cultural heritage and historical continuity prevailed in the Uzbek-language model (21.4%), making it possible to compare the linguocultural orientations of manipulative signs.

3.3.1-table

Comparative and quantitative distribution of manipulative markers by linguocultural type in English and Uzbek journalistic texts

№	Types of linguocultural signs	English		Uzbek		Total	Overall
		n	%	n	%	n	%
1	Legal-democratic values	27	22,3%	16	13,7%	43	18,1%
2	Patriotism and national identity	18	14,9%	23	19,7%	41	17,2%
3	Historical responsibility and lessons of history	16	13,2%	18	15,4%	34	14,3%
4	Cultural heritage and historical continuity	14	11,6%	25	21,4%	39	16,4%
5	Global civilizational community	25	20,7%	15	12,8%	40	16,8%
6	Collective-national identification	21	17,4%	20	17,1%	41	17,2%
Total		**121**		**117**		**238**	

In conclusion, it can be stated that the manifestation of manipulative features within a cultural context in English and Uzbek newspaper-publicistic styles not only activates the audience's understanding of socio-politicIal reality but also influences the formation of public opinion and audience perceptions, while contributing to the development of critical thinking mechanisms.

CONCLUSION

1. The genre and stylistic features of English and Uzbek journalistic texts are determined by the interplay of their functions: informing, commenting, evaluating, and influencing the target audience. In both languages, standardized expressions serve to convey information clearly and comprehensibly, while expressive units highlight specific aspects of reality. Their proportion varies depending on the text's genre and communicative purpose. The potential for manipulative influence can arise both through deviations from conventional expression patterns and through ostensibly neutral reporting.

2. In journalistic texts, manipulative influence manifests in the interconnected use of lexical-semantic, syntactic, and linguopragmatic devices. While evaluative vocabulary, naming choices, and syntactic structures shape a specific interpretation of reality, their pragmatic function is defined by the text's communicative purpose and context. Consequently, an isolated linguistic unit cannot be adequately assessed as a manipulative tool out of context.

3. The lexical mechanisms of manipulative influence are tied to the process of naming and evaluating reality. Positive and negative evaluative units, emotionally expressive vocabulary, intensifiers, and metaphorical nominations bring specific semantic aspects of information to the forefront. Although these devices perform similar communicative functions in English and Uzbek, language-specific characteristics are observed in their lexical composition, collocability, and evaluative meaning.

4. Syntactic influence is achieved through the organization of information at the sentence and text levels. Rhetorical questions, question-and-answer structures, syntactic parallelism, repetition, detached elements, and modal and passive constructions make it possible to either emphasize certain information or relegate it to the background. It was established that analytical and inverted structures in English, and morphological markers, interrogative particles, and elliptical sentences in Uzbek, perform similar pragmatic functions.

5. The semantic mechanisms of manipulative influence involve evaluative nomination, semantic shift, euphemism, dysphemism, presupposition, and implicit meaning. Through framing, certain features of reality are singled out and placed within a specific interpretive framework. The potential for manipulation increases when a debatable assessment is presented as an evidence-based conclusion, or when significant alternative aspects of reality are overlooked.

6. The study established a framework for characterizing manipulative influence based on the "strategy – tactic – method of influence – linguistic device" hierarchy. The strategy represents the communicative goal, the tactic is the means of achieving it, the method of influence is the mechanism for guiding the audience's interpretation, and the linguistic device is the verbal expression of this process. This model is based on distinguishing the overarching goal of manipulative influence from its realization through specific linguistic units.

7. Manipulative influence can be directed at the addressee's cognitive, emotional, volitional, and axiological processes. Selectively presenting information has the potential to shape perceptions of reality; emotional evaluation can influence emotional attitudes; framing a specific action as necessary can affect the decision-making process; and appealing to values can impact existing beliefs and normative views. These dimensions manifest in an interconnected manner within the text. However, the intended pragmatic effect cannot be equated with the actual outcome produced in the addressee.

8. In English and Uzbek journalistic texts, the evaluative function of pragmemes is shaped by the interplay of their lexical meaning, contextual use, and communicative purpose. Pragmatically marked units can serve to express the author's attitude and generate a specific evaluation in the addressee. In this context, distinguishing between the illocutionary force of a speech act and its perlocutionary effect is an essential prerequisite for the linguopragmatic characterization of manipulative influence.

9. Explicit and implicit forms of manipulative influence differ in how evaluation is expressed. In its explicit form, an attitude is conveyed through overt evaluative means, whereas in its implicit form, it is inferred through presupposition, contextual cues, and the choice of nomination. Even an ostensibly neutral statement can obscure certain information or privilege one particular interpretation. Therefore, when identifying manipulative features, the evidentiary basis and contextual function of an expression are taken into account alongside its explicit or implicit nature.

10. The linguocultural features of manipulative influence are observed in units that reflect social values, historical memory, and cultural identity. The analyzed English materials feature politico-legal nominations, references to institutional sources, and evaluative means tied to personal responsibility. In the Uzbek materials, by contrast, units expressing national development, social cohesion, respect, and collective responsibility perform specific pragmatic functions. These differences were evaluated not as immutable traits of the languages themselves, but as discursive features linked to the genre, institutional, and cultural contexts of the texts under study.

11. A comparative analysis of English and Uzbek journalistic texts made it possible to identify both the general mechanisms of manipulative influence and their language-specific modes of expression. In both languages, the addressee's interpretation can be guided by filtering information, choosing evaluative nominations, framing, shifting the communicative focus, and appealing to values. As a result of the study, the evidentiary basis of the evaluation, the completeness of the information, the treatment of alternative interpretations, and the contextual function of the linguistic means were established as the primary criteria for identifying manipulative influence. These criteria serve to distinguish between the mere provision of information, overt evaluation, persuasion, and manipulative influence.

12. Based on a corpus of 238 journalistic texts 121 in English and 117 in Uzbek the lexical, linguopragmatic, and linguocultural features of manipulative influence were systematized using descriptive linguostatistical methods, relative percentage frequencies, and comparative-quantitative analysis. In the sample statistical model, relatively high frequencies were recorded for evaluative adjectives and nominations (79.8%) among lexical means, pragmemes (35.7%) among linguopragmatic types, and legal-democratic values (18.1%) across linguocultural criteria. These comparative figures provided a basis for characterizing the interconnectedness of the mechanisms of manipulative influence namely lexical evaluation, pragmatic orientation, and the activation of cultural values as well as for identifying their functional differences in English and Uzbek journalistic texts.

НАУЧНЫЙ СОВЕТ DSc.03/2026/31.01.Fil.45.01 ПО ПРИСУЖДЕНИЮ УЧЕНЫХ СТЕПЕНЕЙ ПРИ УЗБЕКСКОМ ГОСУДАРСТВЕННОМ УНИВЕРСИТЕТЕ МИРОВЫХ ЯЗЫКОВ

УЗБЕКСКИЙ ГОСУДАРСТВЕНЫЙ УНИВЕРСИТЕТ МИРОВЫХ ЯЗЫКОВ

САИДНАЗАРОВА САОДАТ КУРБОНБОЕВНА

ЛИНГВОПРАГМАТИЧЕСКИЙ АСПЕКТ МАНИПУЛЯТИВНЫХ ПРИЗНАКОВ В ПУБЛИЦИСТИКЕ

(на материале английских и узбекских газетных текстов)

10.00.13 – Сравнительное и сопоставительное языкознание

АВТОРЕФЕРАТ

диссертации доктора философии (PhD) по филологическим наукам

Ташкент – 2026

Тема диссертации доктора философии (PhD) зарегистрирована в Высшей аттестационной комиссии при Академии наук Республики Узбекистан под номером B2023.4.PhD/Fil4201.

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С диссертацией можно ознакомиться в Информационно-ресурсном центре Узбекского государственного университета мировых языков (зарегистрирована за № ____). (Адрес: 100138, г.Ташкент, Учтепинский район, ул. Кичик халка йули, Массив Г-9А, дом 21. Тел.: (99871) 230-12-91, факс: (998 71) 230-12-91.)

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ВЕДЕНИЕ (аннотация диссертации доктора философии (PhD))

Цель исследования заключается в выявлении лексических, синтаксических и семантических механизмов манипулятивного воздействия в английских и узбекских газетно-публицистических текстах, а также в сравнительно-сопоставительном исследовании лингвопрагматических функций манипулятивных маркеров, речевых стратегий и тактик, а также их лингвокультурных особенностей.

Задачи исследования:

раскрыть теоретические основы газетно-публицистического стиля и его жанрово-стилистические особенности в современном языкознании, определить сущность и функциональные признаки манипулятивного воздействия;

выявить лексические и синтаксические средства манипулятивного воздействия в английских и узбекских газетно-публицистических текстах, провести сопоставительный анализ их оценочных характеристик и коммуникативных функций;

охарактеризовать семантические механизмы манипулятивного воздействия на основе номинации, оценочного значения, пресуппозиции, имплицитного содержания и переноса значения;

определить лингвопрагматические особенности стратегий и тактик манипулятивного воздействия, исследовать манипулятивные функции прагмем и механизмы их реализации посредством языковых средств на сопоставительной основе;

выявить лингвокультурные особенности манипулятивных маркеров в английских и узбекских газетно-публицистических текстах, связанные с национальными ценностями, исторической памятью и культурной идентичностью, и провести их сравнительный анализ.

Объектом исследования выбраны газеты «The New York Times» и «The Washington Post» на английском языке, «Янги Ўзбекистон» и «Халқ сўзи» на узбекском языке, а также газетно-публицистические тексты, в которых реализуются манипулятивные маркеры.

Предмет исследования составляют способы выражения манипулятивных маркеров посредством лексических, синтаксических и семантических средств в английских и узбекских газетно-публицистических текстах, их лингвопрагматические функции и лингвокультурные особенности.

Методы исследования. В исследовании использованы описательный, сопоставительный, компонентный, контекстуальный методы анализа, а также методы дискурс-анализа, лингвопрагматического и лингвокультурологического анализа.

Научная новизна исследования заключается в следующем:

на сопоставительной основе доказаны особенности реализации манипулятивных маркеров на лексико-семантическом, синтаксическом и лингвопрагматическом уровнях в английских и узбекских газетно-публицистических текстах, а также особенности их эксплицитного и

имплицитного проявления в рамках отношений *стандартность → экспрессивность и антистандартность → антиэкспрессивность* с учётом норм институционального дискурса;

разработана сопоставительная модель манипулятивного воздействия в английских и узбекских газетно-публицистических текстах, основанная на взаимосвязи стратегической цели, речевой тактики, способа воздействия и языковых средств, выявлены закономерности реализации манипулятивных маркеров в соответствии с коммуникативной целью;

раскрыты иллокутивные и перлокутивные особенности манипулятивного воздействия в английских и узбекских газетно-публицистических текстах на основе соотношения *«иллокуция – перлокуция – манипулятивное воздействие»*, обоснованы общие и национально-культурно обусловленные лингвопрагматические механизмы направленного воздействия на внимание адресата, восприятие и оценку действительности;

выявлены лингвокультурные особенности манипулятивных маркеров, связанных с институциональной нейтральностью, политико-правовой номинацией и имплицитной оценочностью в английских газетно-публицистических текстах, а также с социальной солидарностью, уважением, национальными ценностями и коллективной ответственностью в узбекских газетно-публицистических текстах; на сопоставительной основе обоснованы общие и отличительные особенности их реализации в культурном контексте.

Достоверность результатов исследования.

Достоверность результатов исследования определяется соответствием отобранного языкового материала цели и задачам исследования. Английские и узбекские газетно-публицистические тексты изучены на основе описательного, сопоставительного, семантического, контекстуального и лингвопрагматического методов анализа. Лексические, синтаксические и семантические особенности манипулятивных маркеров проанализированы во взаимосвязи с коммуникативной целью текста.

Выявлены механизмы воздействия, реализуемые посредством оценочной номинации, эксплицитного и имплицитного значения, пресуппозиции, а также синтаксических конструкций. Возможности их влияния на восприятие и оценку адресата интерпретированы на основе лингвопрагматических и лингвокультурологических критериев. На основании результатов сопоставительного анализа сформулированы научные выводы об общих и отличительных особенностях манипулятивных маркеров.

Научная и практическая значимость результатов исследования.

Научная значимость результатов исследования определяется тем, что в нём на сопоставительной основе раскрыты лингвистические механизмы манипулятивного воздействия в английских и узбекских газетно-публицистических текстах. Систематизированы лексические, синтаксические, семантические и лингвопрагматические особенности манипулятивных маркеров. Теоретически обоснована их взаимосвязь с речевыми стратегиями и тактиками. Выводы исследования служат научно-теоретической основой для

изучения манипулятивного воздействия в медиалингвистике, прагмалингвистике, дискурс-анализе и лингвокультурологии. В частности, они могут быть использованы для объяснения механизмов формирования имплицитного содержания в медиатексте, прагматических функций оценочных средств и влияния национально-культурных факторов. Разработанная сопоставительная модель позволяет разграничить общие и национально-культурные особенности манипулятивных стратегий и тактик.

Практическая значимость результатов исследования определяется возможностью использования полученных выводов в системе высшего образования. В частности, они могут применяться при преподавании дисциплин «Медиалингвистика», «Язык и стиль газеты», «Лексикология», «Общее языкознание», «Лингвокультурология», «Прагмалингвистика» и «Медиаперевод». На основе материалов исследования возможно подготовить научно-методические материалы для учебников, учебных пособий и специальных курсов. Полученные результаты также могут служить практической основой для лингвопрагматического анализа медиатекста, выявления манипулятивных маркеров и интерпретации прагматического содержания при переводе.

Внедрение результатов исследования. На основе научных результатов и практических предложений, полученных при исследовании лингвопрагматического аспекта манипулятивных признаков в публицистике (на материале английских и узбекских газетных текстов):

научные результаты, полученные в ходе описания многоуровневой системы лексический – семантический – синтаксический – прагматический, обеспечивающей силу воздействия в английском и узбекском газетно-публицистическом стиле, в частности, доказательства функциональной взаимосвязи проявления манипулятивных маркеров на каждом уровне данной системы, а именно лексического выбора, семантического моделирования и синтаксической конфигурации, а также их устойчивой реализации в большинстве случаев в открытой или скрытой формах в составе институциональных речевых норм и стандартизированных единиц, были использованы при подготовке рубрик независимой газеты «Hurriyat» (справка независимой газеты «Hurriyat» Республики Узбекистан от 5 февраля 2026 года № 05/02-26), а также литературной, научно-просветительской и общественно-политической еженедельной газеты «Jadid» (справка литературной, научно-просветительской и общественно-политической еженедельной газеты «Jadid» Республики Узбекистан от 4 февраля 2026 года № 126). В результате были расширены возможности анализа газетно-публицистических текстов и критического изучения феномена манипуляции;

научные выводы и представленные материалы, касающиеся разработки и описания сопоставительной модели механизма реализации манипулятивного воздействия с точки зрения взаимосвязи стратегической цели, тактических действий, способов реализации и обеспечивающих их языковых средств, а также выявления закономерностей функционирования манипуляции в

газетно-публицистических текстах, были использованы в рамках практического проекта Ташкентского государственного университета узбекского языка и литературы «Создание образовательного корпуса узбекского языка» (AM-Ф3-201908172), рассчитанного на 2020–2023 годы (справка Ташкентского государственного университета узбекского языка и литературы от 27 июня 2026 года № 1/4-2511). Полученные результаты послужили выявлению лингвопрагматических особенностей публицистических текстов на узбекском языке, описанию стратегий, тактик и языковых средств выражения манипулятивного воздействия, а также формированию корпусных материалов;

результаты исследования, связанные с доказательством функционирования в обоих языках на основе модели иллокуция – перлокуция – манипуляция универсальных механизмов повышения воздействующего потенциала медиатекста посредством языковых средств в различных газетных жанрах английского и узбекского газетно-публицистического стиля, а также эмоционального воздействия на аудиторию с целью направленного привлечения её внимания к информации, были использованы в рамках научно-практического проекта «TRIGGER» (№ 617309-EPP-1-2020-1-EPPKA2-CBHE-JP), реализованного в 2021–2025 годах в Термезском государственном университете (справка Термезского государственного университета от 30 июня 2026 года № 06/12-261). Указанные результаты были применены при формировании содержания учебно-методических и информационных материалов, подготовленных в рамках проекта. Кроме того, результаты данной научной новизны были использованы при подготовке материалов общественно-политической газеты «XXI asr» (справка общественно-политической газеты «XXI asr» Республики Узбекистан от 3 марта 2026 года № 1711). В результате на основе закономерностей функционирования универсальных коммуникативных механизмов, формирующих манипулятивное и эмоциональное воздействие в английских и узбекских газетно-публицистических текстах, были усовершенствованы прагматические и воздействующие характеристики публицистических материалов, повышена эффективность целенаправленного воздействия на процессы восприятия и интерпретации информации аудиторией;

результаты исследования, согласно которым в английском газетно-публицистическом стиле нормы массовой коммуникации и стремление к институциональной политико-правовой нейтральности во многих случаях реализуются посредством скрытых манипулятивных средств, тогда как в узбекском газетно-публицистическом медиатексте манипулятивные маркеры связаны с такими концептами, как социальная солидарность, уважение, традиционные ценности и коллективная ответственность, а также обоснована их взаимосвязь с культурным контекстом и системой ценностей, были использованы в международном научно-исследовательском проекте «English as a school subject in basic education: influencing future policy directions», реализованном в 2024–2025 годах при поддержке Британского Совета (British

Council) в Узбекском государственном университете мировых языков (справка Узбекского государственного университета мировых языков от 23 сентября 2026 года № 11-25/944), а также в фундаментальном проекте «Sustainable Collection of Research Data for the Protection of Intangible Cultural Heritage: Focus on Central Asia and Small Island Developing States (2022-2024 Fiscal Year)» (№ APC2C/10), реализованном Центром пропаганды культуры и искусства Узбекистана «Umrboqiy meros» в 2022–2024 годах при финансовой поддержке Японской службы академических обменов IRCI (справка Центра пропаганды культуры и искусства Узбекистана от 21 июля 2026 года № 10). В результате указанные научные выводы послужили сопоставительному освещению национально-культурных и лингвопрагматических особенностей манипулятивных маркеров в английских и узбекских газетно-публицистических медиатекстах, выявлению взаимосвязи норм массовой коммуникации, ценностей и механизмов манипулятивного воздействия в различных культурных контекстах, а также разработке научно-аналитических материалов в рамках проекта.

Объем и структура диссертации. Диссертация состоит из введения, трёх глав, заключения и списка литературы. Объем диссертации составляет 157 страниц.

E’LON QILINGAN ISHLAR RO‘YXATI
СПИСОК ОПУБЛИКОВАННЫХ РАБОТ
LIST OF PUBLICATIONS
I bo‘lim (I part, II часть)

1.Saidnazarova S.K. Newspaper Headlines and Their Manipulative Signs. World of Science: Journal on Modern Research Methodologies. – Basel, Switzerland, 2023. – P.65–69. ISSN 2835-3072 // https://univerpubl.com/index.php/woscience

2.Saidnazarova S.K. Manipulative Strategies in Contemporary Mass Media Discourse (as in an example of The New York Times and The Washington Post) Nexus Global Research Journal of Art’s, Humanities, 2026. vol-2, issue-6, ISSN: 3139-0943, - pp. 126-129 // https://nexusglobalresearch.com/manipulative-strategies-in-contemporary-mass-media-discourse-as-in-an-example-of-the-new-york-times-and-the-washington-post/

Mediamatnda ekspressivlik til manipulyatsiyasining vositasi sifatida (siyosiy diskurs misolida). PEDAGOGS International Research Journal. Fergana, Uzbekistan, Vol.43. № 1. – 2023. – B. 97–102. ISSN 2181-4027// https://conf.innovascience.uz/index.php/ICLPE/article/view/88

3.Saidnazarova S.K. Zamonaviy medialingvistikada publisistik uslub: tahlil va tasnifi. Xorazm Ma’mun Akademiyasi Axborotnomasi. – Toshkent, 2024. – 4/4-son. – B. 254–256. (10.00.00; № 21) // https://mamun.uz/bulletin/archive/2024/4_4

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