An Overview on Linguistic Manipulation

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The article discusses the basics of the theory of speech acts, which is categorized as the impact a speaker exercises over an individual or group of individuals through speech and relevant non-verbal means in order to accomplish specific goals, such as altering the recipient's behavior, psychological set, motivations, conceptions, assessments, etc. during verbal communication. It is also defined as any verbal communication viewed as a phenomenon with a specific goal. When one of the speakers perceives himself as the object of manipulation and his interlocutor assumes the role of an object, verbal communication is described from his or her point of view. To communicate definite meanings, speech acts of manipulation conveyed through a wide range of utterances with a variety of particular aims are used.

__Material and methods.__ Researchers and academics from many fields had been studying manipulation and they still do. Since many people find that verbal communication is the most effective form of interaction and communication, there is a lot of scientific interest in these topics outside of the traditional linguistic, philological, and psychological fields.

__Findings and their discussion.__ A subject and an object can interact directly when the subject makes demands of the manipulative object directly or indirectly when the indirect direction is made toward the subject's surroundings rather than the manipulative object.

__Conclusion.__ Using specific manipulative pragmatic techniques, the interlocutor "the manipulator" intentionally and secretively aims to influence the hearer's perceptions, aspirations, thoughts and feelings, or behaviors – typically in ways that are counter to his best interests. The manipulator evokes unnecessary facts, and manipulates his objective in order to accomplish his influential goals. Thus, we can say that linguistic manipulation is the act of one-person exerting influence over another person or group of people by means of speech and non-verbal cues in an effort to change the addressee's actions, expectations, and aspirations during communicating.

__Key words:__ theory of speech acts, manipulation, communicative effect, illocutionary aim, communication.

Обзор лингвистической манипуляции

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В статье рассматриваются основы теории речевых актов, которые классифицируются на основе оказываемого воздействия говорящего на человека или группу людей посредством речи и соответствующих невербальных средств с целью достижения конкретных целей, таких как изменение речи реципиента, поведение, психологический настрой, мотивации, представления, оценки и т.д. в ходе речевого общения. Его также определяют как любое вербальное общение, рассматриваемое как явление, имеющее конкретную цель. Когда один из говорящих воспринимает себя объектом манипуляции, а его собеседник принимает на себя роль объекта, речевое общение описывается с его точки зрения. Для передачи определенных значений используются речевые акты манипуляции, передаваемые посредством широкого спектра высказываний с различными конкретными целями.

__Материал и методы.__ Исследователи и ученые из многих областей изучали манипуляции и продолжают это делать. Поскольку многие люди считают, что вербальное общение является наиболее эффективной формой взаимодействия и общения, эти темы вызывают большой научный интерес за пределами традиционных языковых, филологических и психологических областей.

__Результаты и их обсуждение.__ Субъект и объект могут взаимодействовать напрямую, когда субъект предъявляет требования к манипулятивному объекту, прямо или косвенно, когда косвенное направление ориентировано на окружение субъекта, а не на манипулятивный объект.

__Заключение.__ Используя определенные манипулятивные прагматические методы, собеседник-«манипулятор» намеренно и тайно стремится повлиять на восприятие, стремления, мысли и чувства или поведение слушающего обычно способами, которые противоречат его интересам. Манипулятор вызывает ненужные факты и манипулирует своей целью для достижения своих влиятельных целей. Таким образом, можно сказать, что языковая манипуляция это действие одного человека по воздействию на другого человека или группу людей посредством речевых и невербальных сигналов с целью изменить действия, ожидания и стремления адресата в ходе общения.

__Ключевые слова:__ теория речевых актов, манипуляция, коммуникативный эффект, иллокутивная цель, общение.

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The objective of manipulation is to persuade the audience "listeners" to act in a way that they would probably oppose under normal circumstances. In addition, a variety of deceptive tactics is used during the manipulation process to persuade the target to act contrary to his ambitions, aspirations, and self-interests. It is obvious that the manipulator tries to sway the target's judgment by making him believes that he/ she takes his decisions on his own. To accomplish this, the manipulator works to persuade the target that the "actual events" is the best course of action now. A manipulative circumstance, though, can also be viewed from a different angle. An encounter between opposing positions held by the manipulators and the targets is encouraged by manipulative interaction. However, the encounter – or, to be more precise, the conflict – is largely covert, invisible, and indirect. This result is produced by the deception that is a fundamental component of manipulative behavior. The use of unethical tactics like bullying, sensuality, and misdirection adds to the mysterious nature of manipulation. Manipulation would have been impossible if the objective had knowledge of every pertinent detail in the given communicative knowledge. When viewed from the target's perspective, we think that targets should be categorized as lacking essential capabilities to thwart, detect, or avoid manipulation. Importantly, this may require: insufficient or lacking knowledge; basic standards, and beliefs that cannot be disputed or ignored; strong emotions that leave people exposed; and political roles, occupations, and prestige that lead people to aspire to acknowledge speaker's debate. Importantly, this may require: insufficient or lacking knowledge; basic standards, and beliefs that cannot be disputed or ignored; strong emotions that leave people exposed; and political roles, occupations, and prestige that lead people to aspire to admit the speaker's debate.

Material and methods. Researchers and academics from many fields had been studying manipulation and they still do. Since many people find that verbal communication is the most effective form of interaction and communication, there is a lot of scientific interest in these topics outside of the traditional linguistic, philological, and psychological fields. Materials based on previous studies, and reserach papers, and scientific articles from various cultures.

Linguists' interest in the nature of linguistic manipulation, its particular uses, manipulative methods of language use, and the outcomes of maneuvering can be attributed to the interaction of language, which includes the diversity of all linguistic components and manipulation. The current article's methodology is based on critical examination, which provides important feedback to the study of linguistic manipulation, which views language as a type of communicative act and aims to clarify the types, components, causes, and communicative effects of linguistic manipulation. Along with the comparative-contrastive methodology, a semantic and stylistic analysis of the language data was also performed.

The speaker's "the manipulator's" thoughts, feelings, and desires dominate. However, some theorists view manipulation as a form of flawed persuasion as opposed to covert influence. According to Mills (1995), for example, manipulation differs from other forms of persuasion because it presents what appear to be good arguments while actually providing bad ones [1]. According to Van Dijk (2006), "Manipulation" refers to the unjustified rule of one powerful group over others with the intention of upholding social inequality. In addition, he has adopted a cognitive approach, analyzing manipulation in the context of a triangular theoretical framework (discourse, society, and cognition), illuminating how and why some linguistic features can be more potent than others in influencing the human mind [2]. Akopova, A. (2013), covered the primary aspects of the theory of speech acts. She described speech acts manipulation as the influence a speaker exercises on others through speech and related nonverbal means in order to accomplish predetermined goals to alter the listener's behavior, thought process, and evaluations during verbal communication [3]. Grischechko, O. (2013), suggests a thorough examination of the linguistic techniques employed to create categories of speech act manipulation with multiple meanings. She described it as a verbal communication in which the speaker expresses it through a variety of utterances having a great deal of objectives that they utilize directly and indirectly communicate definite meanings that they "the listeners" perceive themselves as a subject of manipulation [4]. (Saussure 2014 and Maillat 2014) have demonstrated how manipulators manipulate human cognition [5, 6]. The findings made by Kakisina (2022), that politician can also divide the public and disparage a group of people in order to affect their opinions and behavior [7]. The results add to a growing body of research on rhetorical deception and show that political discourse will inevitably be used to influence society. According to Gasparyan, S., and Harutyunyan, R. (2021), various theorists have defined manipulative strategies and tactics, which in some cases overlap to convey overlapping contextual interpretations (see Preston Ni 2014, George K. Simon 2020, van Dijk, 2006) [2; 8; 9; 10]. There are currently a number of semantic distinctions in the definition of manipulation, and this will later enable us to analyze concrete linguistic data in order to reveal the manipulative essence of media-political discourse. According to Al-Hindawi, F., and S. I. Kamil (2017), manipulation is a communicative, pragmatic process in which the speaker maliciously and covertly intends to influence the beliefs, desires, emotions, or behaviors of the hearer, typically against his best interests [11]. The manipulator employs certain pragmatic, manipulative speech acts, communicates irrelevant information, and strategically maneuvers his target in order to achieve his influence goals.

Findings and their discussion. The term is derived from the Latin word manipulus, which has two meanings in classical Latin. However, the definition of manipulation provided by Oxford English Dictionary is "treating

objects with special intentions, or a particular purpose." It highlights the message: "the act of influencing, manipulating people or things easily with a negative connotation, it is a hidden treatment." A more precise definition is provided in the Shvedova & Ozhegov (1996) dictionary, it has an unflattering connotation and is a prank or a fraud [12]. In the context of the theory of linguistic manipulation, the word "manipulation" has a lot of creative potential and is most pertinent. The term "manipulation" has a broad and somewhat hazy semantic field that encompasses important components like the speaker's improper motives and the influencer's covert nature. Discourse manipulation produces a hidden, obscured layer of linguistic information that is difficult to distinguish from purely informative content [3]. If the subject of interaction involves an event that has already occurred, objective reality's confirmation is given more weight, whereas if the speaker's speech is connected with the future, the pragmatic factor which gives more dimensions

Reasons for today's approach to speech manipulation:

– *Social and political reasons:* Speech had such a significant impact on ancient democracies before it was suppressed during the Middle Ages by totalitarian and dogmatically religious forms of government. People today are granted certain rights. The "Age of Manipulation" began in the 21st century. In the current environment, it is necessary to persuade a large group of people who, despite having different educational backgrounds, cultural backgrounds, etc., call for an equal relationship. Party leaders now need to learn how to persuade voters that they are in the right by proving their point of view in order to win elections.

– *Psychological reasons:* The idea of man in society has existed since the end of the nineteenth century that man was previously thought to be lazy and primitive. However, the emergence of scientific psychology changed the way people were perceived, thanks to the development of culture, literature, and the arts. The individual turned out to be complex and psychologically versatile, necessitating a tailored strategy. By the turn of the twentieth century, personality – that is, the development of each individual's unique personality and the increase in how different each person is from others – became the focal point of personification.

– *Communicative reasons:* The need for communication science is determined by the fact that as individual differences between people grow, communication between them becomes more challenging. People's communication spheres are increasing today, and there are more circumstances where it is necessary for people to communicate with and persuade one another. The very nature of oral speech is evolving and taking on a bigger and bigger role in society, necessitating the search for specialized communication methods, which clarifies the need to seek out unique forms of interpersonal communication and pay closer attention to informal speech.

– *Economic reasons:* The evolution of "Speech Impact Science" was also influenced by economic factors, including competition, overproduction crises that necessitated the study of advertising. The first people to understand the need for science to persuade were the traveling salespeople. Additionally, the 20th century saw changes in people's attitudes toward their jobs; as a result, managers must skillfully organize their subordinates' motivation to work by stimulating, motivating, and persuading them. The belief that improving production management has a greater impact on the economy than improving technology is prevalent in contemporary western management.

All of the aforementioned factors led to the modern era's development of the study of speech influence. Implementation force of speech is a topic that receives a lot of attention in contemporary linguistic literature and is studied in a variety of related fields, including pragmatics, philosophy, linguistic anthropology, sociolinguistics, etc. (see Paul Garrett 2013, Kockelman, Paul. 2014, Catalano, Theresa, and Linda R. Waugh 2020) [13–15]. The use of natural language utterances, also known as linguistic manipulation, is one of the many linguistic strategies used to affect individual or group conscience and behavior. According to Zheltuhina (2004), the term "linguistic manipulation" also refers to the use of non-verbal semiotic systems, such as paralinguistic strategies like tempo, timbre, voice volume, and logical stress and kinesic strategies like posture, mimicry, and gesturing [16]. Any verbal interaction that is considered a primary objective phenomenon is considered linguistic manipulation, broadly speaking. When one of the speakers perceives himself as the target of manipulation and his interlocutor assumes the role of an object, verbal communication is described from his point of view. As we can use speech to get someone to do something, being a subject of communication requires controlling the behavior of your interlocutor to start, stop, or change his behavior, or to get him/her ready to take action when the situation calls for it. When the speaker's disguised intentions are not visible to the listener, manipulation is realized. The Analyzing these parameters will enable you to differentiate between manipulation and other speech acts. The goal of oral communication, communicative original intent, and real motivation are some of the key components of manipulative utterances. In order to manipulate, the speaker deliberately uses a form of expression that hides any overt indications of his intentional state; this pragmatic aspect succeeds in its objectives covertly and without obvious communicative intention being detected. By increasing the level of inadequate information field perception, information manipulation broadens the perception of subjective reality. Negative social psychological phenomena like manipulation are harmful to the individual as well as to society at large. In interpersonal communication, verbal manipulation can take the form of a single, relatively simple act of persuasion or it can be a time-consuming process involving a complex, multistage, step-by-step

procedure, as in the case of explanatory publicity and project advertising firms. Because of the indirect nature of manipulation, it is necessary to use linguistic classifications and forms like euphemisms, foreign words without inner form, and figures of speech with different contents and compositions. Because manipulative discourse typically does not deviate from the bounds of everyday speech, it can be difficult to identify the precise linguistic characteristics that set it apart. Active use of particular grammatical styles and syntactic structures in manipulative discourse does not result in the creation of a particular manipulative grammar because the same linguistic tools are also used to accomplish other goals. The linguistic strategies used in manipulative texts must be taken into consideration in order to identify the fact of manipulation. Instead of the use of specific lexical or grammatical units, a discourse primarily becomes manipulative by association with the speaker's intentions, the ambiguous influence of the utterance, the communication context, and the social context. A language's speakers have access to a wide range of tools for achieving their manipulative goals. Language signs at various levels that assist in interpreting the speaker's intentions are the hallmark of linguistic manipulation. Language influence includes oral communication of data as a key component. A written text makes it simpler for the audience to identify inserted influences because it is always written by hand and can be modified and considered. Interacting with verbal information makes this impossible. One needs time, which is frequently in short supply, to reflect while taking in a series of oral messages, process the meaning of each word in the sentence, and think. Consequently, if specific words are purposefully stressed and speech is structured with a specific goal, oral information can have a greater impact than written text. After carefully examining the information given, we can draw the conclusion that linguistic manipulation is the act of one-person using speech and non-verbal cues to influence another person or group of people cues in an effort to change the addressee's actions, expectations, and aspirations during communicating. The interaction between a subject and an object can be direct, where the subject directly asserts his/her demands upon the manipulative object, or indirect, where the indirect direction is made toward the subject's surroundings rather than the manipulative object. The direct method of linguistic manipulation includes the forms in the language system with clear meanings that express the corresponding illocution or the communicative aim of the speaker. Declarative and interrogative utterances, for instance, are typically connected with the illocution forces of the message and the information request, respectively. Forms of the imperative mood are respectively connected with the meaning of inducement. Utilizing linguistic constructions to convey illocutionary forces unrelated to their literal linguistic meaning is the indirect method of expressing communicative intention. The speaker's intentions are not clearly expressed in indirect forms [17]. When we manipulate someone, our goal is to shape their

behavior to fit our needs, to identify and influence any weak points in their system of functioning [16]. Linguistic manipulation relies on techniques that force the listener to take verbal messages at face value and make it easier to create delusions and false impressions that affect the addressee's emotions and lead him to act in the speaker's favor. Thus, the speaker's desire is to subtly away the listener's awareness in sequence to infuriate him, or to inflict psychological discomfort, is linked to the non-productive shape of manipulative affection. In other utterances, non-productive manipulation is the use of language to exert dominance over the listener by showing him to be flawed or inferior, which encourages him to comply with the speaker's demands.

Manipulation has been studied thoroughly; however, the focus of these studies has been more on the variables that affect human behavior. Manipulation, in its broadest sense, refers to the type of implicit behavior or linguistic or nonverbal techniques that manipulators employ in communicative interactions to further their objectives, aspirations, and desires, irrespective of how those addressed are feeling emotionally, mentally, or cognitively (see Al-hindawi, Fareed & Kamil 2017). Moreover, they use a variety of strategies, primarily deceitful ones such as fraud, deception, lying, and so on. To succeed, manipulators must have a mindset that allows them to pursue their own interests by exploiting some aspects of the human perspective, particularly through making arguments and evaluating chances and emotions. Manipulators exploit their targets' vulnerabilities in order to influence their targets' motivations, viewpoints, emotional reactions, and reactions. Due to the fact that manipulation is a trait of human thought or behavior, some academic experts see it as a psychological problem. Others contend that manipulation is a form of mental deliberation because it involves a significant amount of context-related mind use. In the context of the current study and language use, manipulation is a conscious action as opposed to a psychological one. By exposing these characteristics, we can put the manipulation in its proper context by figuring out how it relates to other linguistic devices. It is obvious that the various speech manipulation techniques cannot be applied effectively without the relationship between language and pertinent data described above. Authors, particularly those who write in multiple languages, frequently use linguistic and psychological techniques in their efforts to spread awareness and influence public opinion in support of various institutions. The pragmatic features of communication that obstruct mental perception, comprehension, and the objective assessment of various pieces of information from the viewpoint of mental activity, and in order to deal with verbal manipulative actions, human cognitive activity should include cognitively based interpretive abilities. It will be challenging the recipient to recognize and critically evaluate speech manipulation techniques due to inadequate development of interpretive skills in the area of cognitive alertness. It may also lead to inaccurate portrayals of their own language and

culture. Given the current circumstances surrounding the development of information technologies, cognitive vigilance is a useful strategy. Some issues relating to speech manipulation techniques, dynamics, patterns, and characteristics were outside the purview of this study. Furthermore, we skipped over talking about specific manipulative regulation strategies. As we continue to study the operation of manipulative language, these concerns might be taken into consideration.

Conclusion. The evolution of speech impact sciences were developed in the modern era, which were influenced, by a variety of reasons, including social and political, psychological, economic, and communicative factors. In addition, utilizing linguistic constructions to convey illocutionary forces unrelated to their literal linguistic meaning is the indirect method of expressing communicative intention. When applied by explanatory publicity and project advertising companies, verbal manipulation can be subtle and multifaceted or it can take the form of a single act of influencing the recipient during interpersonal communication. Effective manipulation aims to gain a partner's communication and manage his behavior by preying on his weaknesses. Linguistic manipulation relies on strategies that permit the speaker to create delusions and false perceptions that affect the addressee's thoughts and feelings and influence him to act in the speaker's favor. The indirect nature of manipulation often generally requires the use of linguistic forms and classifications like euphemisms, foreign words lacking inner form, and it can be difficult to identify the precise linguistic characteristics that distinguish manipulative discourse from other types of discourse.

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