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Редакцияға енуі 16.02.2025

Жариялауға қабылданды 25.03.2025

[https://doi.org/10.53360/3080-3861-2025-1\(1\)-2](https://doi.org/10.53360/3080-3861-2025-1(1)-2)
IRSTI: 16.21.29

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CULTURAL AND PHILOSOPHICAL DISCOURSE ON THE CONCEPT OF MANIPULATION

Abstract. The article is devoted to a variety of linguistic manipulation, a description of the work of discursive mechanisms of manipulative influence. The article presents the specific features of manipulative discourse, examines discursive manipulation in a broad and narrow sense, and characterizes its varieties. The author identifies and describes the linguistic means by which hidden psychological effects are carried out. The need for such a study is due to the socio-cultural situation, which provides a favorable basis for the use of various information technologies. Recently, language has been perceived not only as a means of communication, a system of verbal signs, but also as a way of interaction based on certain tactics and strategies. Since the flow of information from various sources is constantly growing, the phenomenon of manipulation is a very important object of study from the point of view of psycholinguistics and cultural studies. This paper also considers philosophical, ethical, and communicative implications of manipulative discourse, underlining its relevance in modern digital society.

Keywords: manipulation, Language consciousness, mass consciousness, language manipulation, manipulation technology.

Introduction

The main value of the 21st century today is information. The role of information has become more significant at the beginning of the 21st century than in the second half of the 20th century. The information shapes people's thinking. It is known that in this era, which has been called the information age, many countries are focusing on expanding the global information space prior to strengthening their armed forces.

The media and social networks form the standard of life and activity of modern man in the minds of the masses. They regulate the behavior and worldview of citizens and influence their

political positions. By providing information, the media and social networks use the hidden function of influencing the human mind. The specificity of manipulative influence of the media is considered as a characteristic of speech skills in modern linguistics and has become one of the main directions of research by linguists. The study of manipulative influence on the audience through language has become a key problem of linguistics and psychological sciences. Extensive research is being conducted in scientific centers of leading countries to study manipulative influence technologies and new methods of their application. The purpose of the article is to comprehensively analyze the concept of manipulation based on philosophical and linguistic research.

Material and Methods

The article reviews the works of R.M. Blakar, O.S. Issers, D.V. Olshansky, O.N. Parshina, T.G.Vinokur, S.G. Kara-Murza, T.A. van Dijk, V.G. Kostomarov, I.A. Sternin, Y.N. Karaulov, J.Lakoff, N.E. Gronskaya, A.M. Tsuladze, I.A. Sternin, V.Z. Demyankov, A.A. Leontiev, E.L.Dotsenko, V.I. Karasik. These works analyze manipulative technologies, strategies and tactics of influence, and study linguistic manipulation. In the works of these scientists, manipulation is considered as psychological and speech influence, and many classifications of strategies and tactics of manipulative influence implemented in political discourse are proposed. Researchers consider the concept of «linguistic manipulation» together with the concept of «manipulation» because linguistic manipulation is a type of manipulative influence .

Domestic scientists N. Uali's works are devoted to the study of information and linguistic norms in mass communication, K.O. Yesenova's research works are devoted to the study of linguistic means in newspaper texts, B. Momynova examined the pragmatic aspect of newspaper vocabulary, S.Atashev the pragmatics of mass media, B. Raimbekova the pragmatic aspect of newspaper texts in Kazakh and Russian, F. Zhaksybayeva the pragmatic function of newspaper texts, and G.K.Ikhsangalieva conducted a pragmatic analysis of themes in newspaper texts.

Manipulation has been extensively studied in the research of philosophy, political science, sociology, and psychology. Content analysis of studies on the topic of manipulation allowed us to identify several key features of manipulation. Methods of analysis and synthesis in the study of theoretical literature, a comparative method in generalizing theoretical materials formed the theoretical basis of the article.

Results and Discussion

The word «manipulation» comes from the Latin word «manipulare», its original meaning is «to manage», «to manage a matter skillfully», «to provide assistance» and has a positive connotation. In the work of the famous researcher Sergei Kara-Murza «Manipulation of Consciousness» the word «manipulation» is defined as follows: The word «manipulation» came to the Russian language from the French: «manipulation» – complex method; operation, originally in Latin – «manus» – hand, «ple» – filling [1]. For example, in medicine it means examining the body with the hands and performing medical procedures with the hands. Here, if we are talking about manual dexterity, then it means skillful management when performing a certain task. Over time, the original meaning of this term has undergone changes. In connection with the phenomena taking place in the 20th century, the term «manipulation» acquired a different character through political additions and expanded its meaning. The term «manipulation» began to be used in relation to mass media and political activities aimed at directing the thoughts, aspirations, and mental state of the population in a certain direction. The Oxford English Dictionary defines «manipulation» as: «the act of influencing or skillfully controlling people, exerting hidden influence on them» [1].

Some scholars consider manipulation as a phenomenon arising from the need for spiritual domination of the few over the many. For example, B.N. Bessonov in his work analyzes the definition of A. Meyer, who uses the terms «socialization» and «legitimation» to define manipulation, as a result of which the individual becomes a useful and successful member of society «by educating in his soul the dominant norms of behavior» [2]. According to the Spanish philosopher and sociologist José Ortega-y-Gasset, if there is no common thought, common public position, position in society, anarchy occurs [3]. The author argues that it is also possible to say that manipulation occurs in political

information, considering that attempts to manipulate are necessary for the formation of common positions in accordance with the laws of political history.

According to the Russian philosopher G. Shishkov, manipulation is necessary to suppress the surge of public emotions. The philosopher regarded the masses as “impressionable people” and considered them good material for achieving state goals [4]. «In the complex and multilayered process of transitioning to a market economy, establishing the republic’s sovereignty, independence, and economic self-sufficiency, and implementing political reforms, it is difficult to believe that the people would wholeheartedly engage in carrying out this policy without the influence of ideology. Therefore, ideological influence, setting it in motion is a vital necessity», writes Doctor of Philosophy A. Kalmyrzaev [5].

Research scientist T.M. Hrushevskaya finds manipulation a «necessity»: «The newspaper edition is oriented to the reader, to the mass external audience, the so-called broad public. At the ideological level, newspaper articles engage in a certain form of manipulation, which is driven by the need to manage public consciousness for the benefit of society, while individual groups within that society hold differing perceptions of reality» [6]. G. Klaus: «Any group of society, from any point of view, whether material, organizational or ideological, turns to language in order to realize its political interests, engages in pragmatics» [7]. The author takes the position that the use of language resources in the spheres of ideology, economics, and politics is a political necessity.

Many researchers, such as S.G. Kara-Murza, E. Cassirer, G. Franke, K. Jaspers, consider manipulation as a political phenomenon relevant to the present time. According to E. Cassirer, «the most important and disturbing feature of the evolution of modern political thinking is perhaps the emergence of a new power – the power of mythical thinking» [8]. In the current period, very favorable socio-cultural and highly developed technical conditions have been created for large-scale manipulation of the political consciousness of the masses.

Manipulation has been extensively studied in research studies in philosophy, political science, sociology, and psychology. Content analysis of studies examining the topic of manipulation has identified several key characteristics of manipulation.

According to many researchers, a distinctive feature of manipulation is the attitude towards a business partner not as a person, but as an object. Through this, the manipulator achieves his hidden goals and fulfills his needs, without taking into account the demands of the other party, who is the object of manipulation. Content analysis of research works written on this topic allowed us to conduct an analysis of definitions related to manipulation. For example, B.N. Bessonov considers manipulation as «a form of spiritual influence carried out by force, with hidden dominance» [2], D.A. Volkogonov emphasizes «control of changes in the spiritual world» [9], R. Goodin defines it as «the use of hidden power without taking into account the wishes of another person», V.N. Sagatovsky draws attention to the fact that it is «the relationship with another person as a tool, an object» [10], E. Shostrom’s opinion about manipulation is exactly the same: «using another person as an object, a thing, managing and controlling him» [11], G. Schiller defines manipulation as «hidden coercion – the pre-orientation of a person’s thoughts, intentions, feelings, attitudes, behavior, and beliefs» [12]. W. Riker defines manipulation as «a structure of the world that allows for victory» [1], E.L. Dotsenko in the work «Manipulation: psychological definition of concepts»: «This is a type of psychological influence used to achieve a one-sided victory by means of a hidden incentive to another to perform certain actions», [13] V.M. Gerasimov defines: «Manipulation of public opinion is one of the special methods of social-psychological control» [14].

Thus, based on the above arguments, we can make a definition of the term «manipulation». From the definitions of B.N. Bessonov and D.N. Volkogonov, we consider «manipulation» as a spiritual and psychological influence on a person or society. Here, the definition given by G. Schiller as «manipulation – preliminary orientation of behavior, attitudes» confirms the fact that the mental structure is an indispensable form of influence on a person. The explanations given by E. Shostroma and V.N. Sagatovsky that «from the height of his «I» he turns another one into a «HE», amenable to management and control, an object used to carry out his actions» expand the definition given to «manipulation». D.N. Volkogonov, E. Shostroma and W. While Riker's definitions of manipulation as «domination», «management», «control» coincide with E.L. Dotsenko's definition of «the

manipulator's desire to actively influence events, creating a world structure in his own interests» [13], B.N. Bessonov's definition of «hidden dominance» is associated with «hidden influence» as the main characteristic of manipulation. If the addressee does not notice the «hidden influence» directed at them, does not sense the manipulator's covert actions, and performs the intended behavior as if it were their own voluntary decision, this indicates that the manipulation has been successful.

From the definitions given above, the following characteristics characteristic of manipulation can be highlighted:

1. psychological influence;
2. the manipulator's attitude towards another person as an object or a means to achieve his own goals;
3. The hidden nature of influence.

E.L. Dotsenko suggests that the above signs should be supplemented by signs such as «the manipulator's desire to perform a certain action, which in turn makes the addressee feel as if he is acting of his own free will, without feeling any external coercion» [13]. A. Tsuladze points out that an important feature of political manipulation is that «they are carried out to achieve certain political goals and have political consequences for the whole society or for a part of it» [15].

Analyzing definitions of manipulation, the following conclusions can be drawn.

Manipulation is a form of psychological influence aimed at making the addressee carry out the manipulator's intended actions, goals, principles, and desires voluntarily, without feeling coerced, through covert influence on their psyche. In the process of manipulative impact, a person does not feel external pressure or compulsion; they have the impression that they are making their own decisions and choosing their own behavior freely. Therefore, political manipulation can be understood as a political tool designed to influence people's consciousness in such a way that they accept information beneficial to certain political groups as their own thoughts, without any suspicion, thereby shaping the desired way of thinking in them. In modern political science literature, the opinion of the well-known American political scientist Simon about power and political manipulation is widespread. He explains it as follows: «If 'A' is able to subordinate the behavior of 'B' to his own demands, then 'A' exercises power over 'B'».

Thus, political manipulation is understood in all scholarly definitions as a method and means of implementing people's will through various tools (authority/prestige, law, coercion).

Scientists consider two stages of the manipulation process: urgent (operational) and strategic. The characteristic of urgent manipulation is that, using the values, stereotypes and needs in the minds of people, the manipulator directs the socially significant actions of the masses into the channel he needs, obliging them to receive social information that is beneficial to him. And the characteristic of strategic manipulation is as follows: «With the help of strategic manipulation, over a long period of time, those values, needs, ideas, stereotypes are formed in consciousness that contribute to maintaining the stability of the situation, beneficial to the manipulator, and can be used for operational purposes» [16].

S.G. Kara-Murza notes that today people have developed a need to believe in or be convinced of something: «the modern person feels a need for suggestion» [1]. In his view, belief through words is inherent to the human psyche and operates prior to critical thinking; in other words, language serves as an effective lever for influencing the sensitive and emotional spheres of human consciousness. The French psychologist Serge Moscovichi in his work «Science of the Masses» discusses the emotional impact of language as follows: «What is astonishing and incomprehensible in many respects is the omnipotence of words in the psychology of crowds. Their power does not come from what is said, but from their 'magic,' from the person who utters them, and from the atmosphere in which they are born. One should treat them not as mere elements of speech, but as seeds of images, as grains of memory-almost as living beings... Emotion governs the laws of the crowd. People need illusion, and the leader's actions are filtered through that illusion, which turns out to be more essential than reason» [17].

Based on the arguments of the scholars mentioned above, the definition of «manipulation» can be presented in the form of a table 1:

Table 1 – The ambiguity of the definition of the term «manipulation»

| No. | Positive attitude | Negative attitude |
|-----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 | Manipulation is a phenomenon that arises from the need for spiritual domination of the few over the many. (A. Meyer) | Manipulation is a form of spiritual influence, carried out through coercion, with hidden dominance. (B.N. Bessonov) |
| 2 | Through manipulation, an individual becomes a useful and successful member of society by «instilling dominant norms of behavior» in his soul. (A. Meyer) | The exercise of covert power without regard to the wishes of another. (R. Goodin) |
| 3 | If there is no common thought, shared social stance, or unified position in society, anarchy will arise. Therefore, it can be said that the presence of manipulation in information is, to some extent, justified. The attempt to manipulate is necessary, according to the laws of political history, to form common principles. (José Ortega y Gasset) | To relate to another person as a tool, an object. (V.N. Sagatovsky); Using another person as an object, a thing, controlling him. (E. Shostrom) |
| 4 | Manipulation is necessary to suppress the surge of public emotions. It is necessary to achieve state goals. (G. Shishkov) | Hidden coercion — the pre-orientation of a person's thoughts, intentions, feelings, attitudes, behavior, and beliefs. (G. Schiller) |
| 5 | Manipulation – the management of public consciousness for the benefit of the people – «necessity». (T.M. Grushevskaya) | The structure of the world that allows you to win. (W. Riker) |
| 6 | The use of language resources in the fields of ideology, economics, and politics is a political necessity. (G. Klaus) | From the height of his «I» he turns another one into a «HE», an object that he can control and manipulate, and that he uses to carry out his actions. (E. Shostrom, V.N. Sagatovsky) |
| 7 | In the complex and multifaceted conditions of transition to a market economy, the formation of the republic's sovereignty, its autonomy and economic independence, and the implementation of political reform, ideology is a Believing that the people will decide to implement this policy without any influence difficult. Therefore, ideological influence, setting it in motion, is a vital necessity. A. Kalmyrzaev. | The manipulator's desire to actively influence events, creating a structure of the world in his own interests. (E.L. Dotsenko) |
| 8 | | manipulation – «domination», «management», «control». (D.N. Volkogonov, E. Shostrom) |

According to these researchers, it is for this reason that manipulators rely on language. The main goal here is to evoke certain emotions and feelings through words, and thus to induce a specific action as a result of the emotion that has arisen. Over time, emotional words that manipulate consciousness are supplemented with linguistic structures. Kara-Murza defines the rational structure of language as grammar and syntax, the «second layer of influence». Manipulators rely on this second layer, using linguistic constructions of varying complexity. «That is why science pays so much attention to the creation of artificial languages, while the rationalist paradigm dominates the consciousness of the masses», Kara-Murza believes [1].

A comprehensive analysis of the concept of «manipulation» leads to the following conclusion: new changes in society, especially socio-political changes, require and oblige us to reconsider the directions of areas of activity that are closely related to social psychology, because, according to scientists: «In the conditions of the existential vacuum created by the collapse of previous social ideals, a critical and rational attitude towards the world decreases, obstacles are created to the self-actualization of the creative potential of the individual. New ways of manipulating consciousness arise, fraught with the danger of its social degradation» [16].

It is also known that the behavior of society changes based on information received through the media. This issue is well discussed in the article by Zh. Bekbolatov «Information Policy and National Language in Kazakhstan»: «The question of how to adapt the behavior of the population to the requirements of the new era, how to form a new mentality should be one of the main questions facing state administration» [18].

Many domestic scientists emphasize that state management should begin with the management of mentality. According to Candidate of Philosophical Sciences E. Burova, no one in our country is engaged in summarizing ideological paradigms in a mental sense. In such a situation, some non-state institutions are actively trying to shape the public consciousness in their own direction, to establish a new mentality. This new mentality is characterized by tendencies toward despair, portraying the state and its representatives as enemies, and giving way to feelings of crisis and hopelessness. Under the pretext of «telling the truth», the dissemination of pessimistic information and forecasts through the mass media aims to channel public consciousness in a certain direction» [19].

Thus, the sphere of manipulation is mass consciousness, that is, a set of attitudes, feelings, emotions, skills, willpower, habits, and specific traits of character that arise in a sufficiently large number of people based on socio-economic conditions in life [20].

Mass consciousness ensures the adaptation of people to social relations through their knowledge, behavioral characteristics, traditions and customs. There are many linguistic and linguistic methods of manipulation used to demonstrate a certain situation, for example: purposeful repetitions, questioning pragmatics, exclamatory sentences, phraseological units, metaphor, simile, epithets, comparison method, colloquialism, metaphors, application method, permanent names, various abbreviations. Such linguistic units are an optimal tool for proving the veracity of the information provided and convincing the reader.

Scientist N. Uali in his works assesses some media as follows: «Feigning to defend the interests of the nation, language, science, and art, they use linguistic techniques that stir up a storm in a teacup-making a mountain out of a molehill or portraying a camel as a mere ant and vice versa [21]. In this case, they use linguistic methods to influence the emotional feelings of the reader rather than the intellectual perception». The combination of national interests and state interests should be reflected in the media more often.

Conclusion

Based on the works of scientists, the ambivalence of the term «manipulation» was revealed. Studies in this context led to the conclusion that the term «manipulation» should not be interpreted only in a negative sense. «Manipulation is a form of spiritual influence carried out by force, with hidden dominance, the use of hidden power without taking into account the wishes of another person, using another person as an object, thing, managing and controlling him», and «If there is no common thought, common public position, position in society, anarchy occurs. Therefore, it can be said that the occurrence of manipulation in information is justified. Attempts to manipulate are necessary in order to form common positions according to the laws of political history».

According to researchers, a manipulator is a social group that possesses special knowledge, is well-versed in manipulative influence, and holds advantages within society. The object of manipulation is large social groups involved in political processes. The sphere of manipulative influence includes emotions, feelings, views, customs, traditions, attitudes, values, and the needs of social groups. Altogether, these elements form mass consciousness. The main goal of the subject of manipulation is to shape the social and political objectives of society and the state, bringing them to the level of mass consciousness in order to maintain its own advantages within the social hierarchy and to ensure control over the object. The only true force capable of influencing public consciousness and uniting the masses toward a common goal is control through the mass media – one of the key mechanisms of the media itself.

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МАНИПУЛЯЦИЯ ТҮСІНІГІ ТУРАЛЫ МӘДЕНИ-ФИЛОСОФИЯЛЫҚ ДИСКУРС

Аңдатпа. Мақалада лингвистикалық манипуляция терминіне, ондағы әртүрлі түсініктерге анықтама берілді, дискурсивті манипуляция кең және тар мағынада қарастырылды, манипуляциялық дискурстың ерекше белгілері келтірілді, оның белгілеріне сипаттама берілді. Манипуляциялық әсердің дискурсивті механизмдерінің жұмысы сипатталды, манипуляция механизмінің бұқаралық санаға әсері теориялық тұрғыдан негізделді. Бұқаралық санаға жасырын психологиялық әсер ететін тілдік құралдар анықталып, берілді, тіл тек қарым-қатынас құралы, ауызша белгілер жүйесі ретінде ғана емес, сонымен қатар белгілі бір тактика мен стратегияларға негізделген өзара әрекеттесу тәсілі ретінде қарастырылды. Мұндай зерттеу әртүрлі ақпараттық технологияларды қолдануға қолайлы негіз болатын әлеуметтік-мәдени жағдайға байланысты қажет екендігі негізделді. Қазіргі уақытта әртүрлі ақпарат ағыны үнемі өсіп келе жатқандықтан, манипуляция құбылысы психолінгвистика тұрғысынан өте маңызды зерттеу объектісі болып табылады.

Мақалада осы ұғымның мәдени-философиялық мәні, оның әлеуметтік және психологиялық аспектілері зерттеледі. Сонымен қатар, манипуляцияның қазіргі заманғы ақпараттық кеңістікте, саясатта және адамдар арасындағы қатынастарда қолданылуы туралы да сөз болады. Автор мақалада қарастырған бұл ұғымның этикалық жақтарын зерделеу арқылы, оны түсіну мен анықтаудың философиялық маңыздылығын айқындайды.

Тірек сөздер: манипуляция, тілдік сана, бұқаралық сана, тілдік манипуляция, манипуляциялық технология.

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КУЛЬТУРНО-ФИЛОСОФСКИЙ ДИСКУРС О ПОНЯТИИ МАНИПУЛЯЦИИ

Аннотация. Статья посвящена разновидности языковой манипуляции, описанию работы дискурсивных механизмов манипулятивного воздействия. В статье приводятся специфические черты манипулятивного дискурса, рассматривается дискурсивная манипуляция в широком и узком смысле, дается характеристика ее разновидностям. Автор выявляет и описывает языковые средства, с помощью которых осуществляется скрытое психологическое воздействие. В последнее время язык воспринимается не только как средство общения, система вербальных знаков, но и как способ взаимодействия на основе определенных тактик и стратегий. Необходимость такого исследования обусловлена социокультурной ситуацией, которая представляет собой благоприятную основу для использования различных информационных технологий. Поскольку в настоящее время постоянно растет поток информации, поступающей из различных источников, то явление манипуляция представляет собой очень важный объект изучения с точки зрения психолінгвистики.

Ключевые слова: манипуляция, языковое сознание, массовое сознание, языковые манипуляции, манипулятивные технологии.

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Received 12.02.2025

Accepted 10.03.2025

[https://doi.org/10.53360/3080-3861-2025-1\(1\)-3](https://doi.org/10.53360/3080-3861-2025-1(1)-3)

FTAMP: 16.21.47

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ҚАЗАҚ ТІЛІНДЕГІ ТЕРМИНЖАСАМ ЕРЕКШЕЛІКТЕРІ

Аңдатпа. Ғылым мен техника дамыған сайын мыңдаған жаңа ұғымдар пайда болып жатады. Әрбір пайда болған жаңа ұғымдарды ұлт тілі негізінде қалыптастыру үшін іске қосылатын амал-тәсілдер мен термин жасауда пайдаланылатын ішкі көздерді айқындап, олардың әрқайсысының өзіндік ерекшеліктерін көрсетудің маңызы айрықша. Сонымен қатар, кез-келген тіл басқа тілден сөз, термин алмасып отырады. Тіл атаулыда басқа тілден сөз, термин алмаған тілді кездестіру өте қиын.

Бұл мақалада қазақ тіліндегі терминжасамның ерекшеліктері ғылыми тұрғыда зерттеліп, қарастырылды. Терминтанудың ғылым ретінде қалыптасуы мен дамуы кезең-кезеңімен талданды. Тілдегі терминжасамның негізгі бағыттары, олардың қазіргі қоғам мен ғылымда қолданылуы туралы пікірлер талданды. Қазақ тілінде терминжасамның ерекшеліктері оның грамматикалық және лексикалық құрылымдарына сәйкес дамып келеді. Мақалада ұлттық тілдің ерекшеліктері мен мәдени факторлардың, сондай-ақ халықаралық тәжірибелердің қазақ тіліндегі терминжасамға әсері талданады. Қазақ тілінің сөзжасам жүйесі мен құрылымдары арқылы жаңа терминдерді қалыптастырудың тәсілдері мен әдістері қарастырылып, тілдік қолданыстардың дұрыс, жүйелі әрі түсінікті болуына бағытталған ұсыныстар беріледі. Мақала терминологияның тілдік негіздерін қарастырып, тіл қолданушыларына термин жасаудағы мүмкіндіктерді кеңейтуді мақсат етеді. Ұлттық терминдер қорын жасауда бағыттар мен ұстанатын қағидаттар жан-жақты көрсетілді. Сонымен қатар, Алаш зиялыларының қазақтың ғылыми тілін қалыптастырудағы атқарған еңбектері баяндалды.

Тірек сөздер: қазақ тілі, ұлттық терминология, Алаш зиялылары, үндестік заңы, терминжасам, терминқор.

Кіріспе

Тілде пайда болған терминдер адамдардың объективті шындықтары мен ұғымдарына дәл және нақты анықтама беруге ұмтылуымен байланысты болады. Термин латын тілінде «terminus», ал қазақ тілінде шек, шеті, шекарасы деген мағынаны білдіреді. Терминдер сөздігінде терминге мынадай анықтама берілген: «термин – ғылыми ұғымға айқын анықтама беретін, оның мағыналық шегін дәл көрсететін сөздер» [1]. Демек, термин ұғым атауы болса, терминнің дефинициясы деген – сол ұғымның атауына берілген дәл ғылыми анықтама. Термин сөздің мағынасы оның дефинициясы арқылы анықталады.

Қазақ тіліндегі терминдер басқа тілдегі терминдер сияқты тілдің дамуымен бірге дамып келеді. ХХ ғасырдың басында сала мамандарының ішінен де кәсіби білім мен білік жиып, өз білгенін хатқа түсірсем деушілер де табылып отырды. Мысалы, 1929 жылы мұнайшы Сабыр Шәріпов қазақ тілінде жазылған алғашқы «Непти» атты еңбекті қазақ тілінде жазып баспаға ұсынды. Арнаулы сала тілін ғылыми тұрғыдан зерделеп зерттеу ісіне қазақ зиялылары аз тер төкпеді. Қазақ ғылымын дамыту жолында оқу құралдарын сапалы дайындау үшін терминологиялық жүйенің қажет екенін, термин сөз қалыптастыру тәртібі болу керектігін жақсы түсінді. 1924 жылы Орынбор қаласында өткен қазақ зиялылардың бас қосуы елеулі