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## PERSUAZIVLIK ATAMASIGA OID

## О ТЕРМИНЕ ПЕРСУАЗИВНОСТИ

## ABOUT THE TERM OF PERSUASION

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## Annotasiya

Mazkur maqolada psixologiya fanidan tilshunoslikka o'zlashgan persuzivlik atamasining mazmun-mohiyati yoritiladi. Dastlab psixologiyaga oid adabiyotlarda persuziya atamasi bilan belgilanib kelingan "ishontirish", "qayta ishontirish" tushunchasi, o'z mohiyatini saqlab qolgan holda, tilshunoslikka persuzivlik nomi bilan olib kinidi. Tilshunoslikda nutq orqali ta'sir ko'rsatish usuli sifatida baholanayotgan mazkur tushuncha rus tilshunosligida *персуазивность*, ingliz, nemis tilshunosliklarida *persuasion* nomlari bilan yuritilib kelinmoqda. O'zbek tilshunosligida nutq ta'siri mavzusiga taalluqli bir qator ilmiy qarashlar mavjud bo'lishiga qaramasdan, nutq yordamida adresatda ishonch uyg'otish va bu orqali uning fikr va qarashlarini o'zgartirish mazmunini ifodalovchi atama ko'zga tashlanmaydi. Tilshunoslikda persuzivlik so'zi - lotin tilidan *persuasio* — ko'ndirish, ishontirish degan ma'nolarni anglatadi - "ishonchli" yoki "ishonchsiz" mezonlari asosida axborotni ishonchlilik darajasini belgilash uchun qo'llaniladi. Mazkur atama tilshunoslikda ilk bor stilistika sohasida ilmiy muomalaga olib kiritilgan. Keyinchalik persuzivlik tilshunoslikning matn tilshunosligi, psixolingvistika, kognitiv lingvistika, nutq ta'siriga oid masalar bilan uyg'unlikda o'rganila boshlandi. Maqolada rus tilshunosligi vakillari bilan bir qatorda jahon tilshunosligiga ham murojaat qilingan. Mavzuni yoritishda kuzatuv, qiyosiy tahlil, tasniflash, umumlashtirish metodlaridan faol foydalanilgan. Tadqiqot natijasi sifatida persuzivlik atamasiga doir nazariyalar tahlil qilinadi hamda diskursga persuziv ma'no beruvchi vositalar aniqlanadi.

## Аннотация

В данной статье описывается значение термина убедительность, который был перенят из науки психологии в лингвистику. Понятия «убеждение» и «переубеждение», которые первоначально в психологической литературе определялись термином убеждение, были принесены в лингвистику под названием убедительности, сохранив свою сущность. В языкознании это понятие, которое оценивается как способ воздействия посредством речи, в русском языкознании называется убедительностью, в английском и немецком языкознании - убеждением. Несмотря на то, что в узбекском языкознании существует ряд научных взглядов, связанных с влиянием речи, термин, выражающий содержание вселения адресату доверия с помощью речи и тем самым изменения его мыслей и взглядов, не фигурирует. В лингвистике слово убеждение — от латинского *persuasio* — означает убеждать, убеждать — используется для определения уровня достоверности информации на основе критериев «достоверно» или «недостоверно». Этот термин впервые введен в научный оборот в области стилистики в языкознании. Позднее убедительность стала изучаться в гармонии с вопросами лингвистики текста, психолингвистики, когнитивной лингвистики, речевых эффектов. Статья адресована представителям русского языкознания, а также мирового языкознания. При освещении темы активно использовались методы наблюдения, сравнительного анализа, классификации и обобщения. В результате исследования анализируются теории о термине убедительность и определяются инструменты, придающие убеждающий смысл дискурсу.

## Abstract

This article describes the meaning of the term *persuasiveness*, which was adopted from the science of psychology into linguistics. The concepts of "persuasion" and "persuasion," which were originally defined in the psychological literature by the term *persuasion*, were brought into linguistics under the name of *persuasiveness*, retaining their essence. In linguistics, this concept, which is assessed as a method of influence through speech, is called *persuasiveness* in Russian linguistics, and *persuasion* in English and German linguistics. Despite the fact that in Uzbek linguistics there are a number of scientific views related to the influence of speech, the term expressing the content of instilling trust in the addressee with the help of speech and thereby changing his thoughts and views does not appear. In linguistics, the word *persuasion* - from the Latin *persuasio* - meaning to convince, convince - is used to determine the level of reliability of information based on the criteria of "reliable" or "unreliable". This term was first introduced into scientific circulation in the field of stylistics in linguistics. Later, *persuasiveness* began to be studied in harmony with issues of text linguistics, psycholinguistics, cognitive linguistics, and speech effects. The article is addressed to representatives of Russian linguistics, as well as world linguistics. When covering the topic, methods of observation,



comparative analysis, classification and generalization were actively used. As a result of the study, theories about the term persuasiveness are analyzed and tools that give persuasive meaning to discourse are identified.

**Kalit so'zlar:** *persuaziya, persuazivlik, persuaziv diskurs, persuaziv vositalar, blending, nutqiy ta'sir, intensiya, modus.*

**Ключевые слова:** *персуазия, персуазивность, персуазивный дискурс, персуазивные средства, блендинг, речевое воздействие, интенция говорящего, модус.*

**Key words:** *persuasion, persuasiv, persuasive discourse, persuasive means, blending, speech influence, speaker's intention, modus.*

## INTRODUCTION

Studying the language from a pragmatic point of view gave impetus to the development of linguistics, as well as the introduction of new terms into it. The term persuasion is one of these.

The concept of "persuasion", "re-persuasion", which was originally defined by the term persuasion in the psychological literature, was brought to linguistics under the name of persuasion, keeping its essence. In psychology, persuasion means "restoration of the previously formed process, repeated persuasion during psychological assistance, that is, the formation of goal-oriented confidence that changes the client's perception of the nature of the problem and ways to solve it" [4, 27]. In linguistics, this concept, evaluated as a method of influence through speech, is called *персуазивность* in Russian linguistics, and *persuasion* in English and German linguistics. Despite the fact that in Uzbek linguistics there are a number of scientific views on the topic of the impact of speech, the term expressing the content of instilling confidence in the addressee and thereby changing his thoughts and views with the help of speech does not appear. Therefore, it is appropriate to use the term *персуазивность* (persuasion), which is used in world linguistics, as *persuazivlik* in Uzbek scientific literature.

The word persuasion is derived from the Latin word *persuasion*, which means to persuade, to convince, and to determine the level of reliability of information based on the criteria of "reliable" or "unreliable". This term was brought into scientific circulation for the first time in the field of stylistics in linguistics. Later, persuasion began to be studied within the framework of text linguistics, psycholinguistics, cognitive linguistics, the theory of speech effects, and theories of argumentation.

In world linguistics, there are different views and definitions of the concept of persuasion. In particular, A.V. Golodnov tries to cover all the features of persuasion in his definition of the concept of persuasion: "persuasive communication is a special form of mental communication between communicative individuals that has been formed since ancient times and strengthened in social and communicative practice. It is implemented on the basis of certain types of texts and realizes the speech effect of one of the communicants, that is, the addressee, on the other (the recipient or the audience). The goal is to make the addressee make a decision about the necessity, expediency and possibility of performing a post-communicative action serving the interest of the addressee or rejecting it" [2, 15]. Also, the scientist evaluates acceptance of the evidence given by the addressee to convince the listener and to perform an action or practice as a characteristic of persuasive effect. Thus, the practice of persuasion affects the rational activity of the listener and further strengthens the effect of the presented argument.

## MATERIALS AND METHODS

As in any communication process, in persuasive communication, addressee, addressee and sign are its main elements. In this type of communication, the addressee creates an expression or text at the time of communication, and he has a specific purpose or pragmatic intention. The motivation formed on the basis of the communicative situation serves as an important factor in determining this goal, i.e. pragmatic intention. When speech communication takes place in a certain situation, that is, "in the context of a wide social context, it appears as a result evaluated by the addressee" [2, 8]. Therefore, the addressee has the intention to encourage the listener to accept or reject the action that should be performed after a communication, and evaluates the situation he is participating in as a persuasive situation. In this case, the addressee turns to "persuasive speech macroact" [2, 8] in order to realize his intention.

As the issues regarding the role and function of persuasion in the process of communication are discussed, various interpretations in this regard arise in linguistics. Analyzing the scientific research carried out to date, the attitudes expressed in relation to this phenomenon can be divided into two relative groups: persuasion is the first group of this typology. The word persuasion is used in this case in a positive sense, it means that the speaker persuades the interlocutor to his opinion, to perform an



## TILSHUNOSLIK

action, and achieves such a result only by influencing with the help of his speech. Researchers of the second group, in particular, Ganzel, Zdunkevich-Edynak, Bralzik, Shelestyuk, Holodnov, write that whether persuasion has a positive or negative meaning depends on the speech situation, and if the situation requires it, various manipulative actions can lead to negative consequences. Polish scientist Zdunkiewicz-Edynak writes in this regard: "Persuading the addressee or influencing his behavior is inextricably linked with verbal communication. ... Sometimes we seem to have too few neutral conversations about the environment. In many cases, we use language only to persuade someone to do something" [5, 149]. So, in most cases, the conversations people have in their daily lives are not just a process of exchange of ideas, but they are purposeful and have a positive or negative tone. The speaker tries to influence the listener both mentally and spiritually in order to follow his views and opinions. In this case, persuasion acts as a method of influence. So, persuasion is present in every expression. As Rolf Blakar wrote, "neutral expression of opinion is impossible. Practical use of language requires influence" [1, 92]. During the expression of an opinion, the speaker performs a speech act, i.e. informs, requests, expresses gratitude, advises, etc. Each act affects the listener in one way or another. For example, the listener's mood, emotions, world view, and behavior change. The use of pressure or force in influencing causes persuasion to become negative.

Thus, persuasion is a behavior that is carried out to arouse a feeling of confidence in the listener in a communicative environment, in which linguistic and non-verbal signs are used in a complex manner and serves the communicative purpose of the speaker. Persuasive strategies motivate the speech act to take a positive or negative tone.

The term persuasion is one of the new terms in linguistics. Nevertheless, many studies are being conducted within the concept of persuasion. In particular, in modern linguistics, issues such as persuasive communication and persuasive strategies are studied in connection with various discourses. The existence of such research suggests that the phenomenon of persuasion is important for all types of discourse, including oral discourse. Two types of discourse are distinguished in the literature: communication between interlocutors of equal status, that is, ordinary discourse, and persuasive discourse - communication between interlocutors who do not have equal status. In it, a targeted attempt is made to influence one of the communicants on another. These two discourses are characterized by different degrees of influence. In particular, Gromyko S.A. [4, 66] considers persuasion to be one of the important features of parliamentary discourse. According to him, "parliamentary discourse is a persuasive discourse, the main goal of which is to create a separate semantic world, to change the opponent's cognitive views, to persuade him to deviate from one or another political issue, and finally to make a necessary decision in some way" [4, 69]. Thus, the scientist notes that "persuasion is an immanent (edited) quality of parliamentary discourse, and its means of expression are different and depend on the situation" [4, 69].

It is important not only to study persuasion within a discourse, but also to be able to perceive and analyze it. V.S. Gusarova evaluates persuasion as an "implicit" type of communicative goal and emphasizes that it is necessary to teach it to students studying a foreign language. After all, students should not only have the ability to converse in a foreign language, but also be able to cognitively analyze speech in that language and distinguish implicit persuasive meanings in it. V.S. Gusarova calls linguistic tools that indicate the persuasive level of speech "discursive markers of speech" [5, 100] and proposes a two-stage linguistic analysis to identify these markers. The first stage of the analysis is the traditional stylistic analysis, in which it is required to identify the stylistic means of expression that make the speech or text persuasive, and to determine the purpose for which they were used. Based on the knowledge gained in the first stage, students work with authentic texts in the second stage. In doing so, they are informed about the use of the same methodological tool in different authentic texts, through which different author's intentions are expressed. At the end of the analysis, students are given the task of composing a text enriched with pragmatically structured communicative strategies.

Thus, "ideological, thematic and intentional and contextual content" of the speech is clarified by analyzing the functions and place of linguistic tools related to different levels of language. This motivates students to develop the ability to determine the pragmatic potential of expression" [5, 100]

**RESULTS AND DISCUSSION**

We can see that the scope of the concept of persuasion is expanding when it is studied in connection with other linguistic phenomena. In particular, recognition of persuasion by linguists as a modus category once again confirms the correctness of this opinion. Verbal and non-verbal means of persuasive meaning express the meaning of encouragement and persuasion, as well as determine the attitude and mode of the speaker. In the scientific literature, it is noticeable that the linguistic means



expressing persuasion are called "persuasive nouns", "persuasive complex". In particular, D. A. Noskova [7, 8] reports that the phenomenon of persuasion in the modern German language is more noticeable in the derivational type of word formation. Therefore, prefixes, semi-suffixes, and suffixes serve as tools of persuasion in the German language. They assign a new connotative meaning to the derivation and express this meaning by analyzing the context. Also, another lexical way of expressing the speaker's communicative intention is blending. "*Blending* (blending) is a language game mechanism, the comic effect of which is based on the re-perception of the structure of word formation and the graphic layer of lexical units. In this, non-traditional word formation methods are used" [3, 489]. Blending is a method of word formation that is more typical of languages belonging to the Indo-European language family. For example, the word *Das Zappelvolk* is composed of the German words *vibration, vibration (Zappel) + folk (Volk)* and is a concept related to subculture. The negative meaning of the first component of the word (*Zappel*) affects the general meaning of the word. Thus, "as a result of the integration of connotations, a concept with a new ironic color appeared, namely, "people swaying in the dance, the people"" [7, 10]. As the word blending is translated as mixing, it can be seen in the example that two incompatible connotations are mixed and a single negative connotative meaning is acquired.

In Russian, Windows operating system is called *виндовоз*, Moscow mayor Sergey Sobyenin is called *Собякин*, sportivo is called *спортуально*, soft waffles in advertisements are *Мяфли*, butcher's shop is *Мяснота* (*мясная вкуснота*), which means that the blending method is often used in modern Russian. You can also find a group of blends used in one direction. For example, the words "*спортционер, стилионер, танционер, конструкторционер, семьюонер*" inform about the facilities created by Сбербанк (Russia) for пенсионер. All these words are based on one word "pensioner". The English words WiFi (Wireless Fidelity), podcast (iPod + broadcast "screen (or radio, television)"). The word *Beepul*, which is used in the field of mobile communication in Uzbek society, can also be considered a blend. The name of the *Beepul* application is a logical continuation of the word *Beeline*, which is composed of the words *bee-bee + pul* common fund. Although the word is in English, its pronunciation based on the rules of the Uzbek language reveals the true meaning of the word, i.e. free minutes, free megabytes, free sms. Thus, the word *Beepul* is not only a reference to *Beeline's* brand, but also an association of the Uzbek word for free.

### CONCLUSION

It seems that the purpose of creating new words through the blending method, which appeared under the influence of comics, is to easily apply new realities to everyday life, to bring English words closer to other languages, and also to evaluate them. It is the evaluation that clarifies the speaker's intention, mode: criticism (*Zappelvolk*), negative attitude of opponents (*Собякин*), invitation to purchase, use (*Мяфли, Мяснота, Beepul, семьюонер, babyccino, WiFi*) etc.

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