

MANIPULATIVE STRATEGIES IN PROPAGANDA SPEECHES AND THEIR PRAGMATIC ASPECTS

Raxmatova Azizaxon

Uzbekistan State World Languages University

English Philology Faculty

raxmatovaazizaxon112@gmail.com

Scientific adviser: **Sobirova Feruza.**

Abstract. This article examines manipulative strategies in propaganda speeches and their pragmatic aspects. It focuses on repetition, fear appeal, evaluative language, the “us versus them” opposition, and emotional appeal as tools used to shape public perception and influence mass audiences.

Key words: propaganda, manipulation, pragmatics, political discourse, speech influence

Annotatsiya. Ushbu maqolada targ'ibot nutqlarida uchraydigan manipulyativ strategiyalar va ularning pragmatik jihatlari tahlil qilinadi. Takror, qo'rquv uyg'otish, baholovchi leksika, “biz va ular” qarama-qarshiligi hamda emotsional murojaatning auditoriyaga ta'siri yoritiladi.

Kalit so'zlar: targ'ibot, manipulyatsiya, pragmatika, siyosiy diskurs, nutqiy ta'sir

Аннотация. В статье анализируются манипулятивные стратегии в пропагандистских речах и их прагматические особенности. Рассматривается воздействие на аудиторию через повтор, страх, оценочную лексику, противопоставление “мы и они” и эмоциональные апелляции.

Ключевые слова: пропаганда, манипуляция, прагматика, политический дискурс, речевое воздействие

Introduction

Propaganda speeches have always played an important role in political and ideological communication. Their main function is not only to inform people but also to influence public opinion, shape attitudes, and direct collective behavior. In such speeches, language is used strategically. A speaker chooses words not simply to describe reality but to present it in a way that supports a particular position or ideological goal [1].

The relevance of this topic is connected with the growing influence of media and public communication in modern society. Today propaganda speech is spread not only through political rallies or official speeches, but also through television, online platforms, short videos, and social networks. Because of this, manipulative messages reach audiences more quickly and more frequently than before. Many people accept such messages emotionally, without closely examining the linguistic means used to construct them [2].

The aim of this article is to analyze manipulative strategies in propaganda speeches and explain their pragmatic aspects. In order to achieve this aim, the article identifies the most common manipulative devices in propaganda discourse, describes their

communicative functions, and examines how they influence the audience's interpretation and response.

Literature Review and Methodology

Pragmatics studies language in relation to context, intention, and effect. This makes it especially useful in the analysis of propaganda speeches, where the meaning of an utterance often depends not only on what is said directly, but also on what is implied, emphasized, repeated, or emotionally framed [3]. Political discourse scholars have shown that persuasion in public speech often depends on strategic language choices rather than neutral presentation of facts [1].

Manipulation is usually understood as a hidden or semi-hidden form of influence. Unlike open argumentation, it does not always invite critical evaluation. Instead, it may guide the listener toward a preferred conclusion by narrowing perspective, exaggerating danger, simplifying complex events, or appealing strongly to group emotions [2]. In propaganda speeches, this type of influence is especially effective because it is repeated through public and media channels.

This article uses descriptive and discourse-pragmatic analysis. The material includes typical patterns found in propaganda speeches, such as repetition, emotionally loaded vocabulary, binary oppositions, slogans, and fear-based expressions. The focus is placed on how these linguistic mechanisms work in actual communication and why they are persuasive for large audiences.

Discussion

One of the most visible manipulative strategies in propaganda speeches is **repetition**. A repeated word, slogan, or claim becomes familiar, and familiarity often creates acceptance. When a political message is heard again and again, many listeners begin to treat it as natural or reliable, even if it is not supported by strong evidence [2]. For example, repeated references to “security,” “enemy,” “victory,” or “national unity” can gradually build a fixed emotional frame around a political idea.

Another important strategy is **fear appeal**. Propaganda speeches often create or intensify anxiety by presenting danger in a dramatic form. A speaker may suggest that the country is under threat, that society is close to collapse, or that a certain group is responsible for instability. In such cases, language is not only informative but also alarming. The pragmatic effect of fear-based speech is that it reduces critical distance and pushes the audience toward emotionally driven agreement [3].

A third manipulative strategy is the use of **evaluative language**. In propaganda discourse, one side is usually described with positive words such as strong, honest, patriotic, or heroic, while the other side is labeled as dangerous, weak, corrupt, or hostile. These labels influence interpretation before any detailed evidence is given. The audience is guided to judge political actors through emotionally colored vocabulary rather than balanced argument.

The opposition between “**us**” and “**them**” is also central to propaganda speech. Through this strategy, the speaker creates a clear symbolic border between an in-group and an out-group. The in-group is associated with safety, morality, patriotism, and legitimacy, while the out-group is associated with threat, betrayal, or disorder [2]. Pragmatically, this is powerful because it activates collective identity. People respond not only as individuals but as members of a symbolic group.

Another common feature is **emotional appeal**. Propaganda speeches frequently mention children, family, sacrifice, homeland, and historical memory. These themes are

used because they produce emotional closeness and reduce the listener's desire to challenge the speaker. When a message is linked with survival, dignity, or the future of the nation, it becomes difficult to oppose it openly, even if its logic is weak [3].

Results

The analysis shows that propaganda speeches rely on several recurring manipulative strategies. The most common ones are repetition, fear appeal, evaluative vocabulary, the "us versus them" opposition, and emotional appeal. These strategies are effective because they do not influence only rational judgment. They also affect memory, emotion, group identity, and moral reaction.

The study also shows that manipulation in propaganda speeches is often indirect. Speakers do not always force the audience through explicit commands. More often, they shape interpretation by selecting certain words, repeating specific ideas, and presenting reality in a simplified and emotionally loaded form. This makes propaganda especially influential in mass communication.

Another important result is that the pragmatic force of propaganda depends on context. The same phrase may sound neutral in one context and manipulative in another. Its effect changes according to political tension, media environment, audience expectations, and collective fears.

Conclusion

Propaganda speeches are built not only on political content but also on strategic linguistic choices. Their influence comes from the pragmatic power of language: the power to frame, emphasize, divide, and emotionally direct public interpretation. This is why propaganda should be studied not only as a political phenomenon but also as a communicative one.

The article has shown that manipulative strategies in propaganda speeches often work through repetition, fear, evaluative language, group polarization, and emotional appeal. These mechanisms are persuasive because they simplify complex realities and make audiences react quickly, often before full critical evaluation takes place.

From a practical point of view, studying these strategies is useful for linguistics students, media researchers, and general readers. A better understanding of manipulative discourse can help people become more critical listeners and more conscious readers of political language.

Practical Recommendations

First, students analyzing political or media discourse should pay attention to repeated expressions, emotionally loaded vocabulary, and binary oppositions.

Second, lessons on media literacy may include propaganda speech fragments so that learners can identify manipulative patterns in real examples.

Third, readers and viewers should be encouraged to ask whether a speech gives evidence, or whether it mostly relies on fear, emotional pressure, and simplified judgments.

Adabiyotlar / Литература / References

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