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MANIPULATIVE LANGUAGE TRICKS
In the political discourse of Azerbaijan's President Ilham Aliyev*

Key words - manipulation, manipulative strategy, manipulative tactic, political discourse, critical discourse analysis.

Introduction

Language is known to be a unique means of enabling humans to transmit thoughts. No doubt, it can be a source of inspiration and motivation, sharing knowledge, but on the other hand, it can also be a way of spreading injustice and falsification. Communication, being the fundamental function of language, presupposes interaction between the addresser and the addressee based on processes of encoding and decoding thoughts. A great deal of research has been carried out along these lines, which has established communication as more than just the transmission of information; besides the act of informing, people make an effort to exert influence on their listeners, persuade them, and modify their opinions in interpersonal or social relations. Manipulation, or in Fairclough's terms, pseudo-argumentation[1], is one of the ways of accomplishing persuasion through influence upon the person's consciousness in a way that the latter is not aware of the impact. In political discourse, decisive factors in this process are the politician's intentionality to pressure public consciousness while conveying political agendas, thus covertly strengthening their political position, and the unawareness of the listeners who are manipulated.

Introducing the notion of manipulation as a way of modifying ideologies, Dijk states that "the most influential form of manipulation does not focus on the creation of specific preferred mental models but on more general and abstract beliefs such as

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*Հոդվածն ընդունվել է տպագրության 20.06.2024:
[1] **Fairclough, N**. Languge and Power, London, Longman, 1989.

knowledge, attitudes, and ideologies". [2] Certainly, personal mental models are interconnected with socially shared representations, which affect people's speech and actions. According to the author, it is the situation that makes discourse manipulative[3], i. e., the meaning is context-bound. The role of context is emphasized as the speaker's meaning is perceived across different situations, the total sum of which creates the large situational context of the utterance.

As has already been mentioned, political interviews as a specific variety of political discourse display the implementation of linguistic manipulation, and this is well evidenced by the interviews of the Azerbaijani President given to the international media, namely the BBC, France 24, CNN, Al Jazeera, and ARD TV Channel. Obvious is the fact that in all these interviews, the Azerbaijani President intentionally uses a wide range of manipulative tactics by distorting facts. The language he uses and the irrationality of what he says reveal his unsurpassed desire and intention to reshape the mental models of the interviewers and the international community at large, presenting the Armenian side as aggressors and spreading hatred towards the "aggressors". This he does through the implementation of the powerful manipulative tactics of **positive self-presentation** and **negative other-presentation,** which are employed by the manipulator to create a negative image of the other through discreditation and, at the same time, to emphasize the "positive" elements of his orher image**.[4]**

This is evidenced by the actualization of negatively connoted lexical elements such as:

Criminal junta, aggressor, criminal gangs, occupy, ethnic cleansing policy, destroy, expel, deliberate provocation, wrongdoing, disrupt negotiations, launch an attack, plan terror acts, occupation, military crimes (BBC News 2020).

Disrupt the process, aggressive policy (France 24 2020).

Occupational forces, occupants, occupy, attack, launch an artillery attack, expel, commit ethnic cleansing, destroy negotiations (CNN International 2020).

Aggressor, dictatorship regime, occupation, occupy, destructive policy, disrupt negotiations, attack, commit acts of terror, destroy, aggression (Al Jazeera 2020).

Launch an attack, occupy (German ARD TV 2020).

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[2] **Dijk, T.A**. Discourse and Manipulation. In "Discourse and Society", vol. 17 (2), 2006, pp. 359-383.
[3] Ibid., p. 372.
[4] **Dijk, T.A**., Discourse and Manipulation. In "Discourse and Society", vol. 17 (2), 2006, pp. 373-376.

The opposite pole in his speech is the presentation of the Azerbaijani side in a positive light, including in his repertoire linguistic units directly or indirectly discrediting the other side, that could help him gain the sympathy of the international community:

Victims of aggression, liberate, social protection, invest, free political activity, free media, freedom of speech, historical heritage (BBC News 2020)

A country with a very high level of religious tolerance (France 24 2020)

A constructive partner to negotiation table, liberate (CNN International 2020)

Peaceful settlement (Al Jazeera 2020)

A subject of ethnic cleansing, liberate (German ARD TV 2020).

It should be mentioned that different manipulative tactics can be combined in one utterance. To elucidate the point, we can refer to the description of Azerbaijan as "*a subject of ethnic cleansing", "victim of aggression".* In fact, the tactic of positive self-presentation is combined with the strategy of **playing the victim role.** By showing that they are suffering, the aggressors usually have an emotional influence on the victim and gain sympathy.[5]

The observation of the language material reveals the application of the positive self-presentation and negative other-presentation tactic through the personal pronouns "**we**" and "**they**". The opposition of "us" and "them" in the discourse is an instance of the manipulator's effort to shape a negative image of Armenia. This strategy is widely used in many interviews as a confrontation of positive and negative parties. Through macro speech acts (*our good actions, their bad actions*) an attempt is made to distort the image of Armenia, to dispose the audience to the desired perception and understanding. The choice of language units can help to manage public opinion and change the behavior. The negative evaluation goes hand in hand with the strategy of discrediting.

The parallel constructions adduced in the table below illustrate some instances of the phenomenon in question.

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[5] Simon, G. In Sheep's Clothing: Recognizing and Dealing with Manipulative People, 1996, A.J. Christopher & Co Publishers, p. 89.

WE	THEY
...we are not Armenians. They committed ethnic cleansing against us... (BBC News 2020)	*...they committed ethnic cleansing against us...* (CNN International 2020)
We did not attack their villages, we did not attack their cities... (BBC News 2020)	*Armenia doesn't want peace. They want to keep our lands under occupation forever.* (Al Jazeera 2020)
...we never deliberately attack civilians in any city or village on the occupied territories. Our targets were only military installations... (France 24 2020)	*...they want to make this conflict regional.* (Al Jazeera 2020)
We want to find a peaceful solution. (Al Jazeera)	
...we are strongly against this conflict to transform a regional one. That's what Armenia wants to do. (Al Jazeera 2020)	
We do not attack cities, we do not attack civilians.... (German ARD TV 2020)	
We have been a subject of ethnic cleansing (German ARD TV 2020)	

Speaking about human rights in Azerbaijan, the president uses a **diversion strategy.** When avoiding straight answers, manipulators tend to change the topic and focus on a different issue.[6]

> Aliyev: *...we have free media, we have freedom of speech, but if you raise this question, can I ask you also one? How do you assess what happened to Mr Assange? Is it a reflection of free media in your country?*
> Journalist: *We are not here to discuss my country.*
> Aliyev: *No, let's discuss, let's discuss.*
> Journalist: *No, no, Mr President.*
> Aliyev: *In order to accuse me of saying that Armenians will not have free media here, let's talk about Assange...* (BBC News 2020)

This passage shows that Aliyev tries to create a positive image of Azerbaijan in the perception of the audience. Nevertheless, in order to avoid contradictions, he focuses on the Assange affair, trying to displace responsibility and attention. In this

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[6] Ibid., p. 84.

case, the change of the topic, as a movement of attention, puts the emphasis on the negative features of the other.

Another instance of the diversion strategy is the response to the question of the journalist about the shelling of the Ghazanchetsots Church in Shushi, where the President labels it *"a mistake of artillery"* or *"a deliberate provocation by Armenians themselves"*. It should be noted that the church was shelled twice on the same day. With this regard, he refers to the topic of the mosques in Nagorno Karabakh, which are "destroyed".

> *Have you seen the images of Azerbaijani mosques on the occupied territories? They're all destroyed.* (BBC News 2020)

We should hasten to state that this is another attempt to distort reality, for the mosques are not only preserved but also restored; evidence speaks more than words:

Another powerful manipulative tactic exercised by President Aliyev is **repetition,** which is a widely employed tool in political discourse, aimed at transforming the "false" into "truth".[7] Thus, Aliyev tries to emphasize the importance of his statement and make the audience adhere to the presented idea through the use of the repeated syntactic form of short sentences.

> ***We did not attack*** *their villages;* ***we did not attack*** *their cities.* (BBC News 2020)

In some cases, positive and negative statements are used together. The negative statement strengthens the importance of the positive sentences, acting as a way of explication. Thus, for example:

> ***We are fighting*** *on the battlefield.* ***We are fighting*** *against the Armenian army.* ***We are not fighting*** *against civilians.* (BBC News 2020)
> ***We don't want*** *to continue this war.* ***We don't want****.* ***We want*** *to stop.*
> (BBC News 2020)
> ***Our targets are not*** *civilians;* ***our targets are*** *occupants.* (CNN International 2020)

With regard to President Macron's statement on the transfer of Syrian mercenaries to Azerbaijan via the mediation of Turkey, made at the European Union Summit on September 30,[8] Aliyev puts in a lot of effort to reject the fact, trying to persuade not only the journalist of France 24, but also his large international audience. To facilitate the process of perception, he again combines the repetition tactic with the employment of short sentences ("*We don't have mercenaries", etc.*) in order to make an impact on

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7 **David, M.K**. Language, Power and Manipulation: The Use of Rhetoric in Maintaining   Influence. In "Frontiers of Language and Teaching", vol. 5, N 1, 2018, pp. 164-170.
8   BBC News. 2020, December 10. The Syrian mercenaries used as 'cannon folder' in Nagorno-Karabakh; CNN 2020, October 1. Rebels from Syria recruited to fight in conflict between Azerbaijan and Armenia.
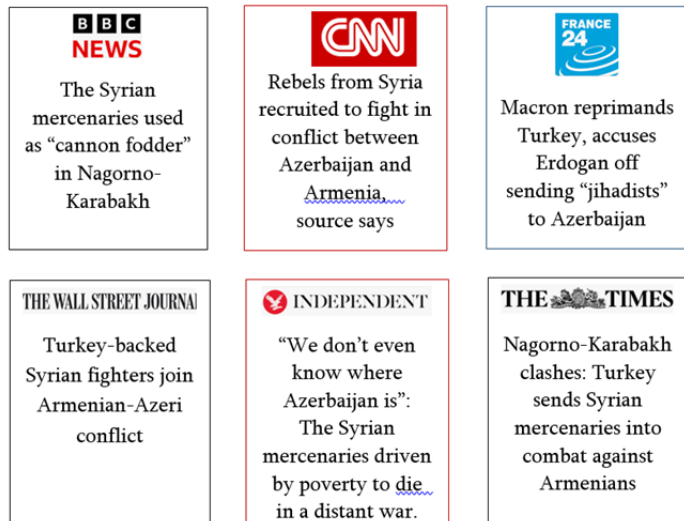
the listeners' consciousness, to persuade them, while in the meantime emphasizing his statement.

> **No evidence was presented** to me. **No evidence was presented** to our other officials. (France 24 2020)

When questioned on the same topic by an Al Jazeera journalist, Aliyev uses two manipulative tactics at a time. In combination with the **self-defense** technique, in this case the **accusation** tactic[9] is employed, i.e. accusing the other side of what they are accusing you of. The accusation is projected on the opponent.

> There is not single evidence of any foreign presence in Azerbaijan. **We don't need it. Armenia needs it.** (Al Jazeera 2020)

However, it is obvious that numerous articles have been published in the international media in this connection, providing evidence on the transfer of mercenaries to Azerbaijan to fight in Nagorno-Karabakh. We present some of the publications below.

In Aliyev's statements, the use of the adverbs "never" and "only" reinforces the idea expressed in the passage: *we **never** deliberately attack civilians in any city or village on the occupied territories. Our targets were **only** military installations…* (France 24 2020)

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[9] Self-defense and accusation tactics are a fertile ground for studying manipulative speech. They are based on disagreement and criticism (Shigapova F.F. et al., Manipulative Speech Techniques in Political Discourse. In "Propositos y Representaciones", vol. 9, SPE (2), e 1020, 2021.

However, the investigation shows that facts prove the opposite. Particularly, Human Rights Watch claimed that Azerbaijan had targeted the civilian infrastructure using cluster munitions prohibited by the UN Convention on Cluster Munitions.[10]

"Azerbaijan has repeatedly used widely banned cluster munitions in residential areas in Nagorno-Karabakh".

"On October 12, Human Rights Watch visited the site and, in addition to the distinctive impacts of the submunitions, Human Rights Watch observed several damaged and burned vehicles and numerous broken windows in nearby apartments and a shop located in the courtyard".

"Human Rights Watch observed the remnants of a LAR-160 rocket, scores of the distinctive impacts of the M095 submunitions, the remnants of the pink-colored stabilization ribbons, and submunition fragments. Numerous buildings, private business, and markets had varying degrees of damage from the attack" (Human Rights Watch 2020, October 23).

The violation of international humanitarian law by Azerbaijan has also been confirmed by Amnesty International, which has uncovered the use of cluster munitions by Azerbaijani Armed Forces against the civilian population of Nagorno-Karabakh.

"Over the weekend, footage consistent with the use of cluster munitions in the city of Stepanakert, the capital of Nagorno-Karabakh, was published by the region's de facto authorities. They also reported an unidentified number of civilian casualties after further shelling in Stepanakert and the town of Shushi. Amnesty International's Crisis Response experts were able to trace the location of the footage to residential areas of Stepanakert and identified Israeli-made M095 DPICM cluster munitions that appear to have been fired by Azerbaijani forces".[11]

However, all the proofs are labeled as "fake news" by the president, and that is another manipulative tactic – **manipulation of facts**, **denial**[12] in particular**.** The manipulator does not accept any truth. Moreover, he accuses the opponent of what they are accusing him of.

Journalist: *Let me tell you, Mr President Aliyev, what our BBC colleagues have seen that this is not hearsay. This is what was filmed, this was what experienced by BBC colleagues. They were in Stepanakert, in Nagorno-*

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[10] Human Rights Watch. 2020, October 23. Azerbaijan: Cluster Munitions used in Nagorno-Karabakh.

[11] Amnesty International. 2020, October 5. Armenia/Azerbaijan: Civilians must be protected from use banned cluster bombs.

[12] This is a form of a lie when the manipulator denies the facts and does not accept any truth. This "Who…Me?" strategy is widely used in political interviews (Simon, G. 1996, p. 81).

Karabakh, on the 1ˢᵗ, 2ⁿᵈ and 3ʳᵈ of October, they witnessed random shelling of the town, including at an emergency services center, an apartment block destroyed, as people tried to flee there was a drone overhead shortly afterwards more shelling nearby. They characterized it as indiscriminate shelling of a town without clear military targets. Now this is not hearsay. This was witnessed and filmed by the BBC.

Aliyev: *I doubt this witness… witnessing. I doubt it because it is not…*

Journalist: *They were there, President Aliyev.*

Aliyev: *So, what they were there? It does not mean anything. That can be **fake news**. We had military…*

Journalist: *Why would that be fake news? Why would any journalist going there decide to broadcast fake news?*

Aliyev: *Because of the biased approach to the conflict. Because of this black propaganda against Azerbaijan in international media.*

Journalist: *So, you cannot be guilty of any wrong. Everything is false news.*

Aliyev: *No, absolutely. It is **false news**… .* (BBC News 2020)

The excerpt is a combination of denial strategy and accusation. Although evidence is documented on the use of cluster munitions in civilian areas, in Aliyev's perception, even proofs can be considered to be "fake news". In this connection, the concept of fake news requires information that "could mislead readers". Fake news is ever-present in contemporary media. 13 It is characterized by vagueness, false information, disinformation, subjective

judgments, the absence of sources.

Considering the difference between the terms "fake news" (false or misleading information presented as news often having the aim of damaging the reputation of a person or entity) (Fake News (n.d.) and "false news" (refers to content purporting to be news that is intentionally and verifiably false and that seeks to mislead readers) (False News (n.d.), we can state that they are often used interchangeably. However, in scientific literature, they are not considered to be identical. Particularly, false news is related to inaccurate information in news, whereas fake news is deliberately fabricated.[14]

In general, the goal of spreading fake news is to make people believe that the false is true. In the passage above, we deal with a contradictory phenomenon: the truth is labeled as "fake news". This type of manipulation is a form of self-defense.

Journalist: *… there is evidence that you have used cluster munitions in civilian areas in the streets of Stepanakert, documented extensively by*

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[13] **Allcott, H. & Gentzkow, M**. Social Media and Fake News in the 2016 Election. In "Journal of Economic Perspectives", 31 (2), 2017, p. 213.

[14] **Wang, Ch.Ch**. Fake News and Related Concepts: Definitions and Recent Research Development. In "Contemporary Management Research", vol. 16 (3), 2020, p. 149.

Human Rights Watch, photographs, videos, and testimony from witnesses, and they actually had the opportunity to go to the scene. Now why are you using cluster munitions, which can be so imprecise in a civilian area?
Aliyev: ***We are not using them. This is another fake news. It is Armenia that uses cluster bombs.***
Journalist: *So, everything is **fake news**.*
Aliyev: *Of course, why not? ….* (BBC News 2020)

In this passage again, the speaker wants to illustrate "another fake news" based on evidence. There is a deliberate attempt to falsify the truth. Moreover, the manipulator uses the construction "it is … who" in order to emphasize the statement.

In an Al Jazeera interview, referring to Armenia, the Azerbaijani President declares that "*a dictatorship regime*" has been established in Armenia. The statement underlines Aliyev's interpretation of Armenian democracy.

Journalist: *So, you are saying the media is not under state control.*
Aliyev: *Not at all.*
Journalist: *And there is a vibrant free **opposition media**.*
Aliyev: *Of course.*
Journalist: *Where do I see this?*
Aliyev: *You can see it on Internet;, you can see it everywhere.*
Journalist: *But not in newspapers.*
Aliyev: Why? *You can see it in newspapers.*
Aliyev: ***Whom do you call opposition here? Can I ask you?*** (BBC News 2020).

Azerbaijan is presented as a democratic country with a free opposition media. The president asks the journalist whom the latter calls an opposition in Azerbaijan. The statement is an interesting object of research from a pragmalinguistic viewpoint. It is well known that the pragmatic sphere of language sciences focuses on the study of the speaker's meaning and the contextual meaning, and the interpretation of an utterance is carried out in line with the contextual framework within which it is constructed. If viewed from a semantic standpoint, the utterance *Whom do you call opposition here? Can I ask you? It* is aimed at revealing whom the listener considers an opposition, whereas pragmatically it suggests that there is no opposition, i.e., it is not authorized to have opposing views. The notion of implicature, as an indirect speech act, relates to the implicit meaning of the message, not explicitly stated[15]. The statement is made with the help of a question that requires no answer. Otherwise stated, here we deal with a rhetorical question.

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[15] Utterances comprise implicit meaning which is beyond what is said, i.e. the literal meaning, and that is one of the main targets studied in pragmatics (Yule, G. Pragmatics, Oxford, Oxford University Press, 1996, p. 3).

It should be mentioned that the Economist Intelligence Unit's Democracy Index, measuring the state of democracy in 165 states on the basis of electoral processes and pluralism, the functioning of government, political participation, political cultures, and civil liberties, in 2020, identifies Armenia as the most democratic state of the region, categorizing it as a "hybrid regime" country and ranking it as the 89th, whereas Azerbaijan is presented as a country with an "authoritarian regime" ranked as the 146th.[16]

The Azerbaijan President Aliyev's effort to depict the image of his country in a positive light and present it as a democratic state is materialized in his interview through the **repetition** tactic:

*We have free media; **we have** free internet.*

*We have opposition, **we have** NGOs, **we have** free political activity, **we have** free media, and **we have** freedom of speech.* (BBC News 2020)

Another manipulative tactic employed by Aliyev consists in **reformulating** statements that, in this case, can be regarded **as a form of denial**. However, his play with the meanings and his redefinition of statements with the help of the linguistic constructions *"I meant", and "I did not mean"* cannot be accepted by the interviewer.

Journalist: *Well, with respect, President Aliyev, you are saying that the Armenians will consider living there as your citizens. You have very recently said, and I am quoting you here, **"If they do not leave, we will chase them like dogs"**. That's hardly the kind of statement that would make people feel safe.*

Aliyev: *Please, be accurate with my statements. **What I said, I meant** those who continue to occupy our territories, **I meant** the Armenian military political leadership, **I meant** the so-called authorities of Nagorno–Karabakh, this criminal junta, which has already, by the way, run away, and I got information that the so-called leader of Nagorno–Karabakh is already in Yerevan. So, **I meant** them. **I didn't mean** Armenian people.* (BBC News 2020)

It is important to note the dissonance in two statements of the politician. When speaking for the Western audience, Aliyev's wording includes a promise to better conditions for Armenians in Nagorno-Karabakh (1), while the speech addressed to the Azerbaijani nation is an aggressive, threatening expression against Armenians and manifests hostility towards the latter (2). Thus, his statements are absolutely contradictory, and the president's promises cannot be considered reliable.

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[16] Democracy Index 2020. In sickness and in health? Report by the Economist Intelligence Unit.

(1) *Armenians in Nagorno-Karabakh will live much better…*

(2) *If they do not leave, we will chase them like dogs.*

Summing up in light of these observations, we can state that manipulative discourse analysis is an important area of research in political discourse studies. Our examination illustrates that manipulative techniques build a way of conveying agendas aimed at distorting reality. President Aliyev's interviews are a case in point.

Conclusion

The linguistic maneuvering includes various levels: lexical, syntactic, semantic, and pragmatic. On the lexical level, instances of positive self-presentation and negative other-presentation or discrediting strategy have been revealed. The analysis shows that the use of the pronouns "we" and "they" shapes accordingly positive and negative images. The syntactic expression of manipulation is actualized with the help of short sentences, facilitating the process of perception and impact. Parallel constructions build evaluations. Repetition has been employed in speeches to emphasize the importance of the statement. The manipulator tries to displace responsibility and attention through a diversion strategy shifting the topic. Throughout his speech, Aliyev denies any accusation transforming the facts into "fake news". Moreover, he accuses the opponent of what they are accusing him of. Proceeding from the pragmalinguistic potential of speeches, we can observe the important role of implicature in President Aliyev's interviews. On the other hand, the reformulation strategy employed by him displays his desire to make his statements beneficial for his country. Thus, as different pieces of political discourse under investigation have shown, various manipulative strategies and tactics can be combined in one utterance to enhance the fulfillment of the manipulator's dark intentions.

Սեդա Բ. Գասպարյան – գիտական հետաքրքրությունների շրջանակում են լեզվաճանաբանության, լեզվապրետիկայի, ճանաչողական լեզվաբանության խնդիրները, գեղարվեստական տեքստի մեկնաբանման մեթոդաբանության, դիսկուրսի և հատկապես հակահայկական քարոզչական դիսկուրսի քննության հարցերը։ Ներկայումս զբաղվում է լեզվական մտա-շահարկման խնդիրներով, մասնավորապես՝ հակահայկական քարոզչական դիսկուրսում։ Հեղինակ է ավելի քան 170 աշխատանքների (մենագրություններ, դասագրքեր և ուսումնական ձեռնարկներ, գիտական հոդված-ներ, միջազգային գիտաժողովների ամփոփագրեր)։

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Նարե Ա. Շալունց – գիտական հետաքրքրությունների շրջանակում են դիսկուրսի վերլուծությունը և գործաբանությունը, քաղաքական դիսկուր-սում փաստարկման առանձնահատկությունները, առածաբանությունը։

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Ամփոփում

ՄՏԱՇԱՀԱՐԿՄԱՆ ԼԵԶՎԱԿԱՆ ՀՆԱՐՔՆԵՐԸ
Ադրբեջանի նախագահ Իլհամ Ալիևի քաղաքական դիսկուրսում

Սեդա Ք. Գասպարյան
Բանասիր. գիտ. դոկտոր

Նարե Ա Շալունց

Բանալի բառեր – մտաշահարկում, մտաշա-հարկային ռազմավարություն, մտաշահարկային մար-տավարություն, քաղաքական դիսկուրս, դիսկուրսի քննական վերլուծություն, պետականորեն որդեգրված հակահայկական քարոզչություն:

Սույն հոդվածը նպատակ ունի վերլուծելու և մեկնաբանելու քա-ղաքական դիսկուրսում կիրառվող մտաշահարկային ռազմավարու-թյուններն ու մարտավարությունները: Հաստատվել է, որ թեև մտաշա-հարկումը խոսքի լայնորեն տարածված մեխանիզմներից է կյանքի գրեթե բոլոր ոլորտներում, սակայն հատկապես քաղաքական դիս-կուրսն է (ներառյալ քաղաքական հարցազրույցները), որ պարարտ հող է ստեղծում մտաշահարկման տարբեր հնարքների ներդրման և իրա-կանացման համար, որոնց օգնությամբ փորձում են համոզել ունկնդ-րին հավատալ մի բանի, որը հեռու է իրական լինելուց: Հատկանշա-կան է, որ մտաշահարկային ռազմավարության լեզվական պատկերը դրսևորվում է տարբեր մակարդակներում՝ իմաստաբանական, ոճագի-տական, գործաբանական: Քաղաքական դիսկուրսի մտաշահարկային արտահայտությունը լեզվական հատույթն է: Այնուամենայնիվ, մտաշա-հարկման վերլուծությունը ենթադրում է նաև լեզվական պատկերին զուգահեռ արտալեզվական իրականության ուսումնասիրություն, որն էլ ապահովում է խնդրի առավել համակողմանի քննություն:

Այս ուսումնասիրությունը միտված է բացահայտելու քաղաքա-կան դիսկուրսի մտաշահարկային բնույթը՝ ըստ 2020 թվականին Ար-

ցախում (Լեռնային Ղարաբաղ) Ադրբեջանի հրահրած 44-օրյա պատե-
րազմի ժամանակ Ադրբեջանի նախագահ Իլհամ Ալիևի ելույթների, ո-
րոնցում հայերի նկատմամբ թշնամական վերաբերմունքն առարկայա-
նում է պետականորեն որդեգրված հակահայկական քարոզչության և
ատելության խոսքի միջոցով: Սույն հետազոտությունն իրականացվել է
իմաստային, շարահյուսական, գործաբանական և քննադատական
դիսկուրսի վերլուծության դիտանկյուններից՝ հղում կատարելով Ալի-
ևի՝ միջազգային լրատվամիջոցներին (BBC, France 24, CNN, Al Jazeera,
ARD TV Channel) տված հինգ հարցազրույցներին:

Փաստական լեզվանյութի վերլուծության արդյունքում պարզ է
դառնում, որ քաղաքական հարցազրույցներում մտաշահարկային
ժստման, վերաձևակերպման, ասույթների կրկնության միջոցով փորձ
է արվում խեղաթյուրել փաստերը՝ այդպիսով միջազգային հանրու-
թյան շրջանում ձնավորելով հակահայ դիրքորոշում:

Резюме

МАНИПУЛЯЦИОННЫЕ ЯЗЫКОВЫЕ ТРЮКИ
В политическом дискурсе президента Азербайджана
Ильхама Алиева

Седа К. Гаспарян
Доктор филологических наук

Наре А. Шалунц

Ключевые слова – манипуляция, манипулятивные
стратегии, манипулятивные тактики, политический дискурс,
критический анализ дискурса, узаконенная антиармянская
пропаганда.

Настоящая статья направлена на анализ и интерпретацию манипулятивных
стратегий и тактик, используемых в политическом дискурсе. Установлено, что
несмотря на то, что манипуляция является одним из широко применяемых меха-
низмов речи практически во всех сферах жизни, именно политический дискурс
(в том числе политическое интервью) создает благодатную почву для внедрения
и реализации различных приемов манипуляции, с помощью которых пытаются
убедить аудиторию поверить во что-то вовсе нереальное.

Стоит отметить, что языковой образ манипулятивных стратегий отражается
на разных уровнях: семантическом, стилистическом, прагматическом. Манипу-

лятивным выражением политического дискурса является лингвистический компонент. Тем не менее, анализ манипуляции предполагает также изучение экстралингвистической реальности параллельно с языковым образом, в результате которого исследование будет рассматриваться как более всесторонним и комплексным.

Наше исследование нацелено на выявление манипулятивной сути политического дискурса, на примере выступлений президента Азербайджана Ильхама Алиева во время 44-дневной войны, спровоцированной Азербайджаном в Арцахе (Нагорном Карабахе) в 2020 г. В его выступлениях, враждебность по отношению к армянам актуализируется через узаконенную антиармянскую пропаганду и разжигание ненависти. Данное исследование проводилось с точки зрения семантического, синтаксического, прагматического и критического дискурсивного анализов на основе пяти интервью, данных Алиевым международным СМИ (BBC, France 24, CNN, Al Jazeera, телеканал ARD). Анализ языкового материала показывает, что в политических интервью предпринимается попытка искажения фактов путем манипулятивного отрицания, переформулирования и повторения высказываний, что формирует антиармянскую позицию среди международного сообщества.

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