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Գիտամեթոդական հանդես

ПРОБЛЕМЫ
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IN MODERN RUSSIAN STUDIES

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Երևան քաղաքում Մոսկվայի Մ.Վ. Լոմոնոսովի անվան պետական
համալսարանի մասնաճյուղ

Филиал Московского государственного университета
им. М.В. Ломоносова в г. Ереване

M. Lomonosov Moscow State University, Yerevan branch

ՌՈՒՍԱԳԻՏՈՒԹՅԱՆ ԱՐԴԻ ՀԻՄՆԱԿՆԵՐՆԵՐԸ

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*Երաշխավորվել է տպագրության Երևան քաղաքում Մոսկվայի Մ. Վ. Լոմոնոսովի
անվան պետական համալսարանի մասնաճյուղի գիտական խորհրդի կողմից*

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«ՈՒՌՍԱԳԻՏՈՒԹՅԱՆ ԱՐԴԻ ՀԻՄՆԱԽՆԻՐՆԵՐԸ» գիտամեթոդական հան-
դեսի առաքելությունը ՀՀ-ում ռուսագիտության՝ որպես լեզվաբանության ճյուղի
մասսայականացումն է, ռուսաց լեզվի ուսումնասիրման նկատմամբ հետաքրքրու-
թյուն առաջացնելը, օտարերկրյա հետազոտողների ուշադրությունը հայ գիտնա-
կանների մշակումներին հրավիրելը, դրանով իսկ հայ ռուսագիտության մասսա-
յականացումն է, համատեղ ծրագրերի, դրամաշնորհների մշակման հնարավորու-
թյան ընձեռումը, մագիստրոսների ներգրավումը հետազոտական աշխատանքներին:


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грантов и пр., привлечения магистрантов к научно-исследовательской работе.


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 ORCID: 0000-0002-4377-1601

 ORCID: 0000-0001-9263-6791

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ПРОБЛЕМА ОПРЕДЕЛЕНИЯ МАНИПУЛЯЦИИ В ЛИНГВИСТИКЕ

Спартак Мурадович Мхитарян

mspartak97@gmail.com

*Аспирант, преподаватель кафедры английского языка,
Государственный университет им. В.Я. Брюсова
Ереван, Республика Армения*

АННОТАЦИЯ

Данная статья посвящена проблеме определения манипуляции. Несмотря на то, что на протяжении многих лет люди часто прибегают к манипуляции, все равно единого определения термина «манипуляция» не существует. В данной статье автор изучил определения «манипуляции», данные различными учеными, и попытался дать наиболее подробное и точное ее определение. Также были изучены различные понятия связанные с манипуляцией с целью дать более подробное ее раскрытие.

Ключевые слова: манипуляция, исследование, определение, лингвистика, язык, контроль.

In the modern world, manipulation has become very widespread and is used very often. Everywhere one looks, there are various signs, advertising posters, pre-election leaflets and every second they try to influence a person. And the rapid and active development of manipulation is directly related to the development of high technologies, social networks and the Internet, because through the Internet it has become very easy to deliver any information to almost anyone. Although manipulation is actively practiced, there is no single definition of the term "manipulation".

According to political scientist S. Kara-Murza, the term "manipulation" in European dictionaries is interpreted as a process of dealing with objects with certain intentions or goals. Examples of such actions can be the manual operation of mechanisms or the manual examination of a patient by a doctor. This involves using dexterity to perform these actions. In the technical context, for example, related to the control of mechanisms, there are special devices called manipulators that act as a continuation of the human hand (for example levers, handles).

The term has taken on its modern metaphorical meaning of dealing with people who are treated as objects using various methods or tactics.

Kara-Murza gives an example: if our friend at the hippodrome persuaded us to bet on a certain horse and we won, then we would probably not call him a "manipulator" because his advice benefited us and was positive for us. However, if we have obeyed advice or influence that has led us to loss or unpleasant consequences, then we can attribute this as "manipulation", because it causes negative emotions and a sense of injustice [4: 15].

On the other hand, not all influences that lead to adverse situations will be called "manipulation". For example, if we are forced to do something under the threat of physical violence, our behavior may be effectively programmed, but we will not call the person threatening us "manipulator", because in this case we are talking about threat and violence, not skillful persuasion.

Thus, the word "manipulation" doesn't have only a technical meaning, but also develops a metaphorical meaning in the psychology of interpersonal relations. In this context, "manipulation" refers to the active persuasion of people in order to bend people to one's will or to use them as submissive instruments.

S. Kara-Murza's point of view is an interesting view on the influence of manipulation on a person. The researcher points out that "manipulation"

leads to a special position of the object of influence, which goes beyond the traditional classification of relationships, for example, "friend", "partner" or "rival". When using direct coercion, for example, when a person is faced with physical threat or violence, he can react as a competitor or a victim while maintaining his personal identity. However, when manipulation is applied, especially in a subtle and covert way, the object of influence can lose its sense of self and become some kind of "object" or "tool" used to achieve the manipulator's goals.

This notion reflects fears that "manipulation" can negatively affect a person's autonomy and individuality, turning them into a puppet that is easy to control. Such a position of a person can lead to the loss of choice, maneuvering and control over one's life.

It's important to understand that the effects of mindfulness can vary, and it doesn't always lead to such extreme consequences. However, the concern for preserving personal integrity and freedom of choice is an important aspect when discussing the issues of mindfulness and its effects on people.

The "Latin letter ancestor" of the term "manipulation", as noted by psychologist E.L. Dotsenko is "manipulus". This word consists of two main parts which are: manus (hand) + ple (to fill) [2: 44].

In the field of psychology, the term "manipulation" describes actions aimed at controlling people and influencing their behavior, as well as using deceptive tactics and artificial creation of illusions to achieve certain goals. This may be due to attempts to influence people's decisions, moods or perceptions, as well as to impose one's will on others [2: 47]. In this context, the term "manipulation" describes the skillful control or influence of people through the use of skill and cunning. Such behavior is usually characterized by ulterior motives and self-interest. It can be aimed at subjugating other people or using them to one's advantage.

Psychologist E.L. Dotsenko analyzed various sources related to the problem of manipulation and found that there is no general definition of this concept. He identified features that researchers often used to define manipulation and then developed generalized criteria to derive his definition.

According to E.L. Dotsenko, “manipulation” is a kind of psychological influence skillfully carried out in order to induce secret intentions in another person, which do not coincide with his current desires.

Such a definition emphasizes the nature of manipulation as a covert and subtle influence on other people, as well as an emphasis on the mismatch between the intentions of the influencer and the desires or interests of the target of influence. That is, the manipulator tries to induce certain reactions or actions in another person using various tactics and techniques, while his true motives and goals may remain hidden from the victim [2: 59]. E.L. Dotsenko also gives other definitions of "manipulation". Here they are.

1. Manipulation is a type of psychological influence in which the skill of the “manipulator” is used to covertly introduce into the mind of the recipient goals, desires, intentions, relationships or attitudes that do not coincide with the recipient at the moment.

2. Manipulation is a psychological effect aimed at indirectly persuading another person to perform certain actions, which is carried out by the manipulator.

Both definitions emphasize the nature of manipulation as a psychological effect in which the manipulator uses dexterity and skill to influence another person's psyche. It can be aimed at introducing different goals, desires, intentions, attitudes into the psyche of the addressee, which do not coincide with his current state or beliefs. Also, manipulation can involve implicitly inducing another person to perform certain actions without overtly expressing the influence on him. This emphasizes the subtle and covert

nature of manipulation, when a person can be inspired to certain actions without realizing that their behavior has been influenced by the manipulator [Ibid. 60].

Thus, the definition of manipulation by scientists emphasizes its subtle and insidious nature, based on psychological influence to achieve certain interests and achieve control over other people.

The term "manipulation" usually has a generally accepted content and scope, and the above definitions clearly express the main features of this phenomenon, which researchers pay special attention to:

1. Manipulation is a type of spiritual and psychological influence, unlike physical violence. It aims to influence the mental structures of the human personality such as opinions, aspirations, emotions and behavior. The target of manipulation is the inner world of a person, his thinking and feelings.

2. Manipulation is a hidden effect. The manipulator seeks that the fact of his influence and real goals remain unnoticed by the object of manipulation. This means that the victim must maintain the illusion of independence in making decisions and taking actions without realizing that their behavior or beliefs have been influenced by someone else. Thus, the manipulator operates covertly to maintain influence over the situation or other people, while maintaining the appearance of freedom of choice for the victim.

3. Manipulation requires certain knowledge and considerable skills. The manipulator, in order to successfully influence others, must possess knowledge of psychology, social dynamics, emotional reactions and be able to apply various influencing techniques. The skill of manipulation is being cunning, being able to hide your true intentions and lead the victim to take desired actions or decisions without even realizing that they are being manipulated.

4. Thinking about objects can be ambiguous, especially in the context of interpersonal relationships. Due to the cultural and social aspects of ma-

nipulation, there can be a fine line between manipulation and genuine interaction, especially in the realm of romantic relationships. In the field of love and attraction, indeed, there are often certain traditional rituals and games that are used to establish relationships between people. However, when the motives become selfish and are aimed at subjugating and controlling the other person, then it will be considered harassment.

According to scientists, this term replaced the earlier term "Machiavellianism". "Machiavellianism" is associated with the idea that "the result justifies the means", that is, any method can be used to achieve the desired result, even if they are unscrupulous or immoral.

Thus, the modern understanding of "manipulation" includes elements of cunning, secrecy, and selfish intentions, and also implies the desire to control or influence other people to achieve personal goals, without always paying attention to the moral or ethical aspects of their actions.

Distinguishing manipulation from genuine behavior can be difficult, especially if the manipulator operates with subtlety and skillful concealment of his intentions. Therefore, it is important to develop critical thinking and attention in interaction with other people, so that you do not succumb to the tactics of manipulation and maintain your independence in decision-making [4: 17].

The question of the moral side of manipulation is complex and controversial. Some researchers and scholars believe that manipulation can be used constructively to achieve public good and national interest. In such cases, which are called "positive thinking" or "manipulation for the benefit of the people", the means may be justified if the goal serves the higher public and state interests.

An example of positive manipulation is mentioned in the "Public Relations Management" textbook, ed. V.S. Komarovskiy is the informational influence of maintaining Russia's integrity during the Chechen war. In this context, when the priority is the pursuit of national security and the unity of

the people, the use of certain methods of manipulation can be seen as a means of achieving these important goals.

However, the fine line between "positive" and "negative" manipulation can be dangerous. As manipulation involves hidden influence, it is important to ensure that other people's rights and freedoms are not infringed. There is a risk of conflict with generally accepted principles of democracy, ethics, and justice when using deliberative methods to achieve lofty goals. Sometimes people who are certain that their beliefs are correct may use manipulative techniques to try to convince others that they are right [5: 35].

E.L. Dotsenko points out that manipulation can sometimes serve as a way to protect against or mitigate the negative effects of interacting with people in power, conflicting interests, or hostile attitudes.

The example of Scheherazade from the tale "1001 Nights" shows a situation where manipulation is used to save life to protect herself and others. Manipulation can help change people's attitudes, get their attention, or persuade them to change their minds. In some situations, this may be the only option available.

However, it is important to note that manipulation is not always an efficient or ethical way to solve problems. While this can help avoid some negative consequences, it can also create mistrust and ruin relationships.

It is important to be able to analyze and understand the context and purposes in which manipulation is used. Some situations may require a tactful approach and deliberative techniques for self-defense or the protection of others, but sometimes more open and direct communication may be preferable. Interaction with other people requires a balance between protecting one's own interests and respecting the interests and rights of others [2: 11].

L.Yu. Ivanov points out that manipulation can be applied even in the field of journalism and public activity, with the apparent intention of serving the public good or freedom of speech. An example of this could be the

use of manipulation by journalists to protect themselves from criminal liability for fair criticism of authorities or corrupt individuals.

Journalists often face difficult situations, especially when they uncover information about corruption or lack of power. In some countries, journalists may face threats and pressure from authorities or other powerful individuals who may attempt to use legal measures to restrict journalists' freedom of speech and action.

In such situations, journalists may try to use manipulation to protect themselves from criminal liability or being found illegal. They may seek to emphasize their democratic rights and freedom of speech and present themselves as defenders of the public interest and truth.

However, despite the possibility of using manipulation to ensure their protection, journalists must be especially careful and honest in their work. The use of manipulation methods can reduce the credibility of journalists and discredit their activities in the eyes of the public. It is important to find a balance between protecting your rights and principles and being honest in your communication of information and facts. This will help preserve the independence and reputation of journalists in society [3: 43].

Sometimes the easiest way for the manipulator to influence a person is to ally with person's "lower" and "dark" aspects and use them against the person. Within the framework of psychoanalysis and other psychological approaches, the mechanisms through which manipulators can influence people are: studying, highlighting inner conflicts and hidden drives.

Manipulators can use knowledge of the weaknesses and foibles of human nature, including repressed desires or vicious character traits, to increase their influence over the subject and achieve their goals. They can appeal to emotional, instinctual, or other levels of human consciousness, which makes their effects more effective and harder to understand.

However, it is important to note that not all manipulations are related to "low" character traits or moral conflicts. Manipulation can be used in

many ways and in many areas of life. Sometimes it can be a tool of influence, which is used not only for negative, but also for positive purposes, for example, to help or support others.

Manipulation can appear when it is no longer possible to clearly outnumber the opponent, and it is still not possible to completely suppress him [2: 81]. These considerations reflect two important reasons that manipulation encourages.

1. Hard pressure is unacceptable. Manipulation may be the preferred approach when direct or rigid demand or imposition of a goal is unacceptable. In society and in interpersonal relationships, there are norms and rules that prohibit direct pressure and threats. Instigators, not willing to break these rules or avoid resistance, prefer to use more indirect methods that may be less visible or cause less anger.

2. The sweet feeling of being able to control another person. Successful manipulation can give the manipulator a sense of control and satisfaction. When a person has the ability to influence others, it can bring pleasure and confidence. Cultural norms or social support may also encourage manipulators to use these methods because they see successful examples and find them acceptable.

It is important to note that manipulation can be used for educational purposes to encourage self-development or acceptance of positive change. However, in a context where speculation is aimed at imposing one's interests, deceiving or threatening the personal rights and freedoms of others, it can be seen as problematic and immoral.

Manipulation can bring a person only a temporary relief, especially if the manipulator is acting out of their own unmet needs or emotional problems. Person may use manipulative tactics to get the results they want or to satisfy short-term needs, but it usually doesn't solve the underlying problems or lead to long-term satisfaction.

Note that manipulation can be part of complex internal dynamics and conflicts within person. Some narcissists, lacking healthy self-esteem or self-confidence, may try to control other people in order to feel powerful and in control. This can be a kind of defensive reaction to one's personal shortcomings or unfinished business.

L.K. Averchenko notes that "in many cases, manipulators undoubtedly harms themselves, masking their pathology, which can turn into a sad life, an unfavorable family and a ruined career" [1: 143]. Humanistic psychology emphasizes the importance of personal development, awareness of one's own needs, self-realization and the desire to find meaning in life.

A number of factors can lead a person into using manipulation as the "escape" from their reality:

1. Low self-esteem and self-confidence.
2. Lack of ability to truly love.
3. Suppression of personality by social reality.
4. Desire to distribute responsibility to others.

Understanding these issues and causes can help manipulators become familiar with their behavior patterns and begin to work on their emotional and psychological aspects. Psychotherapy and attunement can be useful tools for personal development, increasing awareness, and restoring balance in interpersonal relationships. This can lead to a happier, more meaningful and more satisfying life [Ibid. 146–147].

From the above, after analyzing the different views on manipulation and its different definitions we can come up with our own complete definition of the term "manipulation" that is:

Manipulation is a type of psychological influence in which the personal skills are used to covertly introduce goals, desires, intentions or attitudes into the recipient's psyche that do not match the recipient's at the time. Manipulation involves the covert control of a person against their will, pur-

suing one-sided advantages and can be carried out using various methods that require certain knowledge and skills.

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ՄՏԱՇԱՀԱՐԿՈՒՄԱՆ ՄԱՀՄԱՆՄԱՆ ԽՆԴԻՐԸ ԼԵԶՎԱԲԱՆՈՒԹՅԱՆ ՄԵԶ

Ս.Մ. Մխիթարյան

mspartak97@gmail.com

*Անգլերեն լեզվի ամբիոնի ասպիրանտ, դասախոս,
Վ.Յա. Բրյուսովի անվ. պետական համալսարան
Երևան, Հայաստանի Հանրապետություն*

ԱՄՓՈՓՈՒՄ

Այս հոդվածը նվիրված է մտաշահարկման սահմանման խնդրին: Չնայած այն հանգամանքին, որ երկար տարիներ մարդիկ հաճախ են օգտագործել մտաշահարկումը, դեռևս չկա «մտաշահարկման» տերմինի մեկ սահմանում: Այս հոդվածում հեղինակն ուսումնասիրել է

տարբեր գիտնականների կողմից տրված «մտաշահարկման» սահմանումները և փորձել տալ առավել մանրամասն և ճշգրիտ սահմանումը: Ուսումնասիրվել են նաև մտաշահարկման հետ կապված տարբեր հասկացություններ՝ առավել մանրամասն բացատրություն տալու համար:

Բանալի բառեր՝ մտաշահարկում, հետազոտություն, սահմանում, լեզվաբանություն, լեզու, վերահսկողություն:

THE PROBLEM OF DEFINING MANIPULATION IN LINGUISTICS

S. Mkhitryan

mspartak97@gmail.com

*Postgraduate student, Lecturer of the Department of English,
Brusov State University
Yerevan, Republic of Armenia*

ABSTRACT

This article is devoted to the problem of defining manipulation. Despite the fact that for many years people have often resorted to manipulation, there is still no single definition of the term «manipulation». In this article, the author studied the definitions of «manipulation» given by various scientists and tried to give the most detailed and accurate definition of manipulation. Various concepts related to manipulation were also studied in order to provide a more detailed explanation of the concept of «manipulation».

Keywords: manipulation, research, definition, linguistics, language, control.

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