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A B S T R A C T

of the dissertation for the degree of Doctor of Sciences in Philology

**LINGUOSEMIOTIC AND COGNITIVE ASPECTS OF
MANIPULATIVE STRATEGY IN MEDIA DISCOURSE**

Specialty: 5704.01- Theory of language

Field of science: Philology sciences

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BAKU – 2026

The work was performed at the Department of General Linguistics of the Azerbaijan University of Languages.

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INTRODUCTION

Relevance and degree of elaboration of the topic. The concept of manipulation has long been valued as a complex and multi-layered concept, which is the focus of attention of various fields of science. In psychology, it is explained as a mechanism of indirect influence on the behavior of the individual and the decision-making process, in sociology it is interpreted in the context of directing social relations and collective consciousness, in political science, it is investigated as a means of forming public opinion, while in criminology it is associated with the study of hidden motives of behavior and methods of influence. In the medical field, such manipulation is sometimes considered a form of therapeutic communication. What unites all these different approaches is that manipulation is not based on open coercion, but is carried out more through the covert guidance of thought and behavior. It is this feature that makes manipulation a phenomenon closely related to language and communication.

In the modern era, manipulation has become relevant not only as a social or psychological phenomenon, but also as a linguistic process that takes place at the discursive level. Language is not only a means of transmitting information, but also an instrument of presenting, evaluating and interpreting reality within a certain framework. Therefore, the study of the concept of manipulation on the plane of linguistics appears as a necessary direction from a scientific point of view. In the presented dissertation, manipulation and the strategies inherent to it are examined within the field of linguistics and analyzed from linguosemiotic and cognitive perspectives based on media discourse materials. Here, manipulation is not limited to semantic change, but is considered as a multilevel mechanism, such as the organization of the sign system, the construction of the context, the orientation of the layers of meaning and the transformation of conceptual structures.

It is no coincidence that manipulative strategies are more prominently manifested in media discourse than in other types of discourse. Media discourse is a specific field that covers a wide audience, is institutional in nature, and is also closely related to everyday communication. It has the ability to combine various forms of discourse within itself and present them within a new contextual framework. This characteristic turns media discourse into an important factor in shaping public opinion and directing models of social behavior. The texts disseminated in the mass media are not only the transmission of facts, but also form a framework that determines how those facts will be perceived.

In earlier periods, the media was mainly represented by television, radio, and the print press, and the production and dissemination of information were regulated by specific editorial mechanisms. With the development of digital technologies, this situation has changed fundamentally. The internet environment created conditions for the rapid and large-scale dissemination of information, at the same time expanded the circle of discourse producers. Not only professional journalists, but also representatives of various social groups are now actively participating in the media space. This process has, on the one hand, increased the diversity of information, and on the other hand, expanded the possibilities for applying manipulative strategies. Within such opportunities, media discourse has acquired a global character, overcoming the limitations of time and space and gaining an unprecedented level of influence.

The modern media environment has a multimodal structure. The parallel presentation of text, sound, and visual elements not only attracts the audience's attention, but also increases the intensity of the impact. In this environment, headlines, emphases, selected lexical units, and contextual frameworks play an important role in the realization of manipulative objectives. Media discourse has the ability to present any information in a certain direction, interpret events from a chosen perspective, and guide the audience's interpretive trajectory. Thus, it acts as a mechanism that not only reflects reality, but also structures and reconstructs it and presents it.

This power of media discourse is accompanied by its ability to influence the public's patterns of thought and behavior. When presenting information, the addressee addresses the cognitive base of the audience by using the functional capabilities of the language. In this case, it is not the fact itself but the way it is presented that is of decisive importance. The selection of context, the addition of evaluative components, or the highlighting of certain details can alter the recipient's perception of the event. As a result, manipulation is carried out not through overt pressure, but through the redirection of existing mental structures.

The close relationship of the media sphere with the market economy and political communication also increases the relevance of manipulative strategies. In advertising and marketing processes, the direction of consumer behavior, the shaping of voter opinion in political discourse, and the alteration of collective positions in public campaigns are all connected with mechanisms of influence carried out through language. In this regard, the problem of manipulation is not only of theoretical but also of practical importance.

The relationship between language and manipulation has begun to be explored more extensively in recent years, in light of the development of pragmatics and cognitive linguistics. However, in the country's linguistics, the systematic analysis of manipulative strategies in media discourse within the unity of linguosemiotic and cognitive approaches has not yet been established as a distinct object of research. Although the main focus in existing studies is on lexical or syntactic levels, the conceptual and semiotic mechanisms of manipulation have not been explained in a comprehensive manner. At the same time, there is no systematic approach that generalizes the relations of strategy and tactics within the framework of a single model on the basis of media materials of various genres.

For this reason, the analysis of manipulative strategies based on empirical material within linguosemiotic and cognitive parameters acquires particular relevance. The significance of the topic is determined, on the one hand, by the growing influence of the modern media environment, and on the other hand, by the lack of

comprehensive research into manipulation at the linguistic and cognitive levels. The present study is specifically intended to fill this gap and to systematically explain the structural and cognitive foundations of manipulative strategies in media discourse.

Studies on media discourse from different aspects can be found in the works of Azerbaijani (A.Y.Mammadov¹, A.Allahverdiyeva², N.M.Imanova³, A.M.Jalilzade⁴, M.Monsumova⁵, V.Aliyev⁶, etc.), Russian (S.N.Grinyayev⁷, T.Q.Dobrosklonskaya⁸, E.S.Kara-Murza⁹, etc.) and Western (Z.S.Harris¹⁰, B.Sharp¹¹, G.Zaltman¹², M.Domning¹³, Dr. Scheier¹⁴, Ç.D.Heiner¹⁵, etc.)

¹ Məmmədov, A., Məmmədov, M. Diskurs tədqiqi. / A. Məmmədov, M. Məmmədov. – Bakı: BDU, –2016. –112 s.

² Allahverdiyeva, A.M. İngilisdilli Televiziya Mətnlərinin Koqnitiv Xüsusiyyətləri. / Filologiya üzrə fəlsəfə doktoru elmi dərəcəsi almaq üçün təqdim avtoreferat. / – Bakı, 2014

³ İmanova, N. Media Və Diskurs. / N.İmanova. İpək Yolu, No.2, Azərbaycan Universiteti: –2024, –s.129-133

⁴ Cəlilzadə, A.M. Britaniya Və Amerika Media Diskursunda Abreviaturların Struktur-Semantik Və Funksional Xüsusiyyətləri. / Fəlsəfə doktoru elmi dərəcəsi almaq üçün təqdim olunmuş dissertasiya. / – Naxçıvan, 2023, – 162 s.

⁵ Mönsumova, M. Media diskursa dair tədqiqatlarda əsas anlayışlar. / M.Mönsumova. ADU Elmi Xəbərlər, №1, –2021. –S.31-37

⁶ Əliyev, V.Z. Müasir Dövrə Xarici Kiv-Də İnformasiya İlə Manipulyasiya Və Onun Azərbaycan İnternet Mediasına Təsiri. / Filologiya üzrə elmlər doktoru elmi dərəcəsi almaq üçün təqdim edilmiş avtoreferat. / – Bakı, 2017, – 268 s.

⁷ Гриняев, С.Н. Информационная война: история, день сегодняшний и перспектива. / С.Н.Грянев. – СПб.: Арлит, – 2000. –с.14-17

⁸ Добросклонская, Т.Г. Медиалингвистика: теория, методы, направления. / Т.Г.Добросклонская. Монография / –Москва: КДУ, Добросвет, –2020. –180 с.

⁹ Кара-Мурза, Е.С. ИмPLICITная информация как средство рекламного воздействия / Е.С.Кара-Мурза // Медиальманах. №3. –2005. –С. 84-96.

¹⁰ Harris, Z.S. Discourse analysis // The structure of language: Readings in the philosophy of language Vol. 28. № 1.. Univ. of Pennsylvania: –1952. –p.474-49

¹¹ Sharp, B. How brands grow -what marketers don't know? –Oxford:–2010. –246 p.

¹² Zaltman, G. How Customers Think: Essential Insights into the Mind of the Markets. –Boston: Harvard Business School Press, – 2003. –323 p.

researchers, both nationally and internationally. The work of some Azerbaijani (A.Allahverdiyeva¹⁶, K.Habibova¹⁷, N.Adilova¹⁸, etc.), Russian (E.Koseriu¹⁹, V.V.Krasnikh²⁰, T.A.Koroleva, İ.A.Dyachenko, O.P.Petrukhina, Y.A.Ilicheva, etc.) and Western (T.A.van Dijk²¹, W.Schneider²², S.Beckmann²³, S.Kasper²⁴, G.Wolf, etc.) researchers related to manipulateness is also interesting.

In her PhD dissertation titled "Cognitive features of English-language television texts" (2014), A.M. Allahverdiyeva²⁵ examined

¹³ Domning, M. et al. Neurokommunikation im Eventmarketing. Wie die Wirkung von Events neurowissenschaftlich planbar wird. / M.Domning. –Wiesbaden: –2009. –173 S.

¹⁴ Scheier, Dr., Held, Ch.D. Wie Werbung wirkt. Erkenntnisse des Neuromarketings, / –München: –2006. –211 S.

¹⁵ Heiner, L. Geisteswissenschaftliche Aspekte der Interpretation von Text und Bild./ L.Heiner. –Berlin: Atlas Akademie Press, –2024. –80 S.

¹⁶ Allahverdiyeva, A.M. İngilisdilli Televiziya Mətnlərinin Koqnitiv Xüsusiyyətləri. /Filologiya üzrə fəlsəfə doktoru elmi dərəcəsi almaq üçün təqdim avtoreferat. / –Bakı, 2014

¹⁷ Həbibova, K.Ə. Nitqdə manipulyativ aktların variasiyaları. // Elmi xəbərlər, Cild 15, N1. –SDU: –2019. – S.18-23

¹⁸ Adilova, N.F. Yeni media ilə siyasi mədəniyyətə strateji təsir üsulları. // Pedaqoji Universitetin xəbərləri N3. Humanitar, ictimai və pedaqoji-psixoloji elmlər seriyası. – 2021. – s.42-50

¹⁹ Косериу, Э. Синхрония, диахрония и история./ Э.Косериу. «Новое в лингвистике», вып. 3, Изд. иностр. лит., – М.: – 1963. –стр. 175

²⁰ Красных, В.В. Свой среди «чужих»: миф или реальность?/ В.В.Красных. – М.: Гнозис, –2003. –375 с.

²¹ Dijk, T.A.van. Discourse and manipulation// Discourse & Society.SAGE Publications: –2006 (London, Thousand Oaks, CA and New Delhi), Vol 17(3): –p. 359–383

²² Schneider, W. Wörter machen Leute: Magie und Macht der Sprache. –Piper: –1986. – 432 S.

²³ Beckmann, S., König, P., Wolf, G. Sprachspiel und Bedeutung. –Tübingen: Max Niemeyer: –2000. –347 S.

²⁴ Kasper, S. Einführung in die Semantik und Pragmatik. / S.Kasper. – Düsseldorf: –2020. –157 S.

²⁵ Allahverdiyeva, A.M. İngilisdilli Televiziya Mətnlərinin Koqnitiv Xüsusiyyətləri. /Filologiya üzrə fəlsəfə doktoru elmi dərəcəsi almaq üçün təqdim avtoreferat. / –Bakı, 2014

the cognitive features of texts broadcast on English-language television channels.

In her PhD dissertation titled “The System of Conceptual Metaphors in American, Russian, and Azerbaijani Media Discourse” (2022), U.H.Şahverdiyeva²⁶ examined conceptual metaphors in US, Russian, and Azerbaijani media discourses.

In his PhD dissertation titled “Structural-semantic and functional characteristics of abbreviations in British and American media discourse” (2023), A.M. Jalilzadə²⁷ examined the structural and semantic characteristics of abbreviations used in British and American media discourse.

In her PhD dissertation entitled “The problem of metaphorization in discourse” (2024), A.V. Safarova²⁸ examined the functional-semantic and structural characteristics and signs of metaphorized expressions in discourses taken from Azerbaijani and English.

As can be seen, although the aforementioned studies present significant theoretical conclusions regarding various aspects of the topic, none of them has examined the linguosemiotic and cognitive aspects of manipulative strategies in media discourse within a unified and systematic framework. In the current work, either the general theoretical problems of the concept of discourse, or the social and psychological aspects of the phenomenon of manipulation, or the stylistic means observed at certain linguistic levels are brought to the

²⁶Şahverdiyeva,Ü.H. Amerika, rus və Azərbaycan mediadiskursunda konseptual metaforlar sistemi. Filologiya üzrə fəlsəfə doktoru elmi dərəcəsi almaq üçün təqdim edilmiş dissertasiya./ Şahverdiyeva,Ü.H. - Bakı: 2022, - 163 s.

²⁷ Cəlilzadə, A.M. Britaniya Və Amerika Media Diskursunda Abreviaturların Struktur-Semantik Və Funksional Xüsusiyyətləri. /Fəlsəfə doktoru elmi dərəcəsi almaq üçün təqdim olunmuş dissertasiya./ – Naxçıvan, 2023, – 162 s.

²⁸ Səfərova,A.V. Diskursda metaforlaşma problemi (ingilis və Azərbaycan dillərinin materialları əsasında). Filologiya üzrə fəlsəfə doktoru elmi dərəcəsi almaq üçün təqdim edilmiş dissertasiya./ Səfərova,A.V. -Bakı: 2024, - 150 s.

fore. However, the issue of which sign mechanisms and cognitive models manipulative strategies are implemented in media discourse has not become a subject of comprehensive analysis. In particular, the connection of manipulative strategies with the “language game” mechanism and the explanation of this connection at both the semiotic and cognitive levels remains an underdeveloped area in the scientific literature. This fact makes it necessary to investigate the problem from a new perspective.

In addition to transmitting information, media discourse also has the function of evaluating and directing it. In this regard, its main task is not limited only to informativeness, the nature of influencing and directing is manifested more vividly. From the point of view of manipulateness, media discourse is not merely a description of reality, but its presentation constructed from a particular perspective. It is precisely in this process of presentation that unconventional linguistic units, especially “language games”, acquire special significance. This is because the language game, unlike the usual communicative act, changes the layers of meaning, creates unexpected associations and redirects the recipient's attention beyond the standard structure.

“Language games” are formed on the basis of targeted deviation from language norms. This evasion is not accidental, but a conscious choice that serves a certain intention. These units, which demonstrate a sharper performance in terms of expressiveness and poetics, are of particular interest in modern linguistics. Their study has become relevant not only as a linguistic problem, but also as a philosophical and cognitive issue. This phenomenon, which emerges at the intersection of linguistics and other humanities disciplines, has especially in recent years become the focus of interdisciplinary research. Because the concept of “language game” allows us to perceive language not as a fixed system, but as a variable structure within activities and situations.

The communicative impact of these units, which deliberately violate linguistic norms, is often stronger than that of traditional, normative acts. Unusual structures, semantic shifts, and unexpected

associative connections activate the recipient's cognitive base and lead to a deeper perception of the information. This creates a favorable environment for manipulative strategies. The main thing that connects "language games" and media discourse is their manipulative potential. In both cases, the goal is not only to provide information, but also to form a certain attitude, to create an assessment direction. Media actors realize their intentions more effectively by leveraging the unusual performance capabilities of the language.

Thus, media discourse creates a special communicative environment for the application of "language games". Here, deviation from the norm is not an aesthetic or random phenomenon, but an integral part of a purposeful discourse strategy. The concept of "language game," which emerged in the philosophy of language, is, as noted by L. Wittgenstein, one of the forms of life and is closely connected with everyday communicative practice. People also use different language games in everyday communication according to different situations. However, on a media platform, this mechanism is used in a more systematic and planned manner. Here, language play is no longer spontaneous, but becomes a structural element that serves a specific ideological or communicative purpose.

In the presented study, manipulative strategies specific to media discourse were examined precisely through the prism of "language games". This approach made it possible to trace both linguosemiotic and cognitive aspects of the problem in parallel. The selection of linguistic units, their placement within context, and their semantic transformation have been analyzed within the framework of the semiotic system, while at the same time determining how these processes influence the cognitive mechanisms of the audience. In the study, media examples in Azerbaijani, Turkish, Russian, English, and German were analyzed comparatively, and the tactical means that lead to the implementation of manipulative strategies were systematized. Observations of the material of different languages have shown that although "language games" are a universal linguistic

phenomenon, the forms of their application vary depending on the cultural and social context.

This methodological approach has created the conditions for examining the topic from a new perspective. It is substantiated that manipulative strategies take place not only at the linguistic level, but also at the conceptual and cognitive level. As a result, the affective potential of “language games” in media discourse has been explained as a cognitive transformation mechanism that serves to manipulate the audience. This allowed a deeper and more systematic understanding of the problem.

Object and subject of the study. Manipulative strategies used by adressant-manipulators in media discourse constitute the object of research. The subject of the study consists of the empirical study of the linguosemiotic and cognitive characteristics of manipulative strategies conditioned by the intentions and goals of addresser-manipulators in selected media texts (news reports, analytical articles, and socio-political materials) published in Azerbaijani, Turkish, Russian, English, and German.

Goals and objectives of the study. The main objective of the study is to systematically investigate the characteristic features of manipulative strategies used in media discourse from linguosemiotic and cognitive perspectives, and to reveal their structural and functional mechanisms. Within the framework of this objective, it is intended to demonstrate on scientific grounds that manipulation is not limited solely to the selection of linguistic units, but is also realized through the organization of the sign system, contextual framing, and the direction of mental models. The research aims to explain the persuasive potential of media discourse, to identify the role played by the phenomenon of “language game” in this process, and to develop a unified conceptual model of manipulative strategies. To achieve this objective, a number of tasks have been set for the research:

- Determining the theoretical foundations of the concept of discourse and its types, systematizing the characteristics that distinguish media discourse from other types of discourse;

- To investigate the manipulative nature of media discourse and its communicative-pragmatic foundations;
- To provide a theoretical analysis of the concept of “language game” within the framework of the philosophy of language and the conception of L. Wittgenstein;
- Determining the relationship between “language games” and manipulative strategies from a linguistic and cognitive perspective;
- To analyze the linguistic parameters characteristic of media discourse and the linguosemiotic indicators of manipulative strategies;
- Empirical identification of cognitive mechanisms and tactics of manipulative strategies based on media texts;
- Systematization of the relationships between conceptual metaphors and “language games” based on media discourse material;
- To develop a general model of manipulative strategies in media discourse based on the obtained results.

Thus, the aims and objectives of the research are directed toward examining manipulative strategies on both theoretical and empirical levels, determining the role of the “language game” phenomenon in this process, and developing an integrative analytical model of media discourse.

Study methods. To achieve the goals and objectives set in the dissertation, media texts published in Azerbaijani, Turkish, Russian, English and German were selected. Discourse analysis, functional-pragmatic and critical discourse analysis were applied as the main methodological basis in the analysis of the material. In order to identify the linguosemiotic and cognitive characteristics of manipulative strategies, contextual and comparative analysis methods were employed. At the stage of systematizing and generalizing the empirical material, descriptive and modeling methods were applied. The theoretical framework of the research is built on the concept of “language game” developed by

L. Wittgenstein. In total, the study was conducted on 52 media discourse samples.

The main provisions for defense:

- Manipulative strategies used in media discourse are mainly realized through the alteration of pragmatic, rather than semantic, meanings.
- Media discourse is a type of discourse that combines the interaction of communicative and cognitive approaches.
- The primary functionality of media discourse is manipulative in nature, and it functions as a communicative act directed toward specific goals and intentions.
- The manipulation carried out in media discourse is accompanied by psycholinguistic parameters and affects behavioral patterns.
- In media discourse, manipulative strategies are purposefully implemented at different linguistic levels and adapted in accordance with a practical approach.
- Media discourse = Manipulative strategy = “Language games”.
- “Language games,” one of the key concepts of the philosophy of language, function as one of the principal means for the realization of manipulative strategies in media discourse.
- The “language games” used in media discourse create a persuasive effect through the deliberate and conditional violation of linguistic norms.
- In media discourse, manipulative strategies operate in connection with mechanisms of interconceptual transformation and emotional argumentation.
- “Language games” serving manipulative strategies function as basic units that implement cognitive tactics in media discourse.

Scientific novelty of the study. The scientific novelty of the dissertation is grounded in the integrated and systematic examination of manipulative strategies in media discourse through the combined linguosemiotic and cognitive perspectives, as well as in the

elaboration of a structural and functional model of these strategies. As a result of the study, it was proved on scientific grounds that manipulation is not only a stylistic phenomenon observed at the linguistic level, but also acts as a multi-layered mechanism related to the organization of the sign system and the orientation of mental models.

The scientific novelties put forward within the framework of the research can be summarized in the following areas:

- The study of manipulative strategies in media discourse has been carried out within the unity of linguosemiotic and cognitive approaches;
- The linguistic and cognitive tactics that realize manipulative influence in media codes have been classified;
- The function of “language games” as a structural means of manipulative strategies in media discourse has been substantiated;
- The mechanisms of manipulative loading across different linguistic levels in media texts have been identified;
- Based on the obtained results, a manipulative-communicative model of media discourse has been developed.

Thus, the scientific novelties proposed in the dissertation contribute to a deeper and more multi-level understanding of the manipulative nature of media discourse, clarify the structural and cognitive functions of the “language game” phenomenon, and open up new methodological possibilities for research in the fields of discourse studies and cognitive linguistics.

Theoretical and practical significance of the study. The theoretical significance of the dissertation work is determined, first of all, by the expansion of the methodological capabilities of discursive research and the systematic interpretation of manipulative strategies in the unity of linguosemiotic and cognitive. The conducted research contributes to the enrichment of the existing

theoretical framework in the fields of discourse studies, pragmalinguistics, media linguistics, cognitive linguistics, neurolinguistics, philosophy of language, and linguosemiotics. Within the framework of the research, the reinterpretation of the “language game” phenomenon in the context of the philosophy of language, as well as the substantiation of its functional and manipulative potential in media discourse, is of significant theoretical importance. This approach allows us to interpret the concept of “language game” not only as a philosophical category, but also as a specific discursive mechanism. At the same time, a parallel analysis of the linguosemiotic and cognitive aspects of manipulative strategies more clearly reveals the multilevel nature of discourse. Thus, the dissertation serves as a theoretical source from the point of view of systematizing manipulative tactics and determining their functional typology.

The theoretical significance of the study is also reflected in the presentation of an integrative model for the study of the textual, contextual, and mental levels of discourse in their interrelationships. This model explains how manipulative mechanisms operate not only at the linguistic level, but also at the conceptual and cognitive level. As a result, it is scientifically demonstrated that media discourse does not merely reflect reality, but structures it within a particular ideological framework. This approach expands the methodological capabilities of discourse theory and creates a theoretical platform for further research.

In these areas, the dissertation serves as a theoretical source for the study of problems related to manipulateness in media discourse, for the investigation of the “language game” phenomenon within the framework of the philosophy of language, and for expanding the range of strategic tactics through the interpretation of linguosemiotic and cognitive aspects of manipulative strategies.

In terms of practical significance, the results of the study have a wide range of applications. The scientific conclusions obtained can be used in the theoretical and practical courses of subjects taught in media discourse studies, pragmalinguistics, media linguistics,

cognitive linguistics, neurolinguistics, philosophy of language, linguosemiotics, and legal linguistics. The analytical model and systematized manipulative strategies presented in the dissertation can be applied in the preparation of textbooks and teaching aids, in the development of methodological materials, and in the improvement of the educational process in higher education institutions.

Along with this, research results can act as a methodological base in the preparation of dissertations and other scientific works. The framework proposed for the multi-level analysis of media texts can be used as a practical tool in conversational and discourse analysis. The results obtained are also significant in terms of understanding the mechanisms of audience orientation in the field of advertising and marketing. The findings of this research can be applied in the interpretation of socio-political and legal issues, in the development of information strategies, and in the making of communicative decisions.

Thus, the dissertation work presents significant scientific results, both in the theoretical and practical plane, and creates wide application opportunities for a deeper study of manipulative mechanisms in media discourse.

Approbation and application. The main results obtained by the author during the research of the dissertation work and the scientific provisions taken for defense are reflected in the articles and theses published in national scientific journals recommended by the Supreme Attestation Commission and in foreign scientific journals recognized as authoritative in the international sphere. In addition, the author has made scientific presentations on problems related to the topic of the dissertation at numerous Republican and international scientific conferences.

The scientific results of the dissertation work can be applied in areas consistent with its theoretical and practical significance.

Name of the organization where the dissertation work was carried out. The research on the topic was carried out at the Department of “General Linguistics” of Azerbaijan University of Languages.

The total volume of the structural units of the dissertation with a mark with the recording of the volume separately. The dissertation consists of an Introduction, 4 (four) chapters with 12 (twelve) paragraphs, a conclusion, and a list of references. The Introduction is 11 pages (21979 characters), Chapter I is 57 pages (113965 characters), Chapter II is 45 pages (92632 characters), Chapter III is 56 pages (106230 characters), Chapter IV is 66 pages (125624 characters), and the conclusion is 6 pages (12514 characters). The total volume of the dissertation work, excluding the list of used literature, consists of 249 pages (475287 characters).

MAIN CONTENT OF THE DISSERTATION

In the **“Introduction”** section of the dissertation, the relevance of the researched topic is substantiated in the context of the dynamic development of the modern media environment and the widespread dissemination of manipulative communication technologies. In the introduction, the goals and objectives of the study were clearly defined, and the directions of solving the scientific problems were consistently presented.

In the first chapter of the dissertation, entitled **“Media acts within a discursive framework”**, the first subsection, **“Discourse and its genres”**, substantiates the concept of discourse as “language in action” against the background of the technological and social complexity of the communication process, and identifies its distinguishing features from text. In this context, discourse is presented not as a static textual structure, but as a dynamic form of activity that takes place in a specific social environment and is oriented towards a communicative goal. Interpreting the linguistic–discourse relationship as an activation of the linguistic system, the author shows that meaning is not only the result of grammatical and lexical dependencies, but also a multilevel process conditioned by situational conditions, pragmatic goals and cognitive base of participants. The signs formed in this direction are reminiscent of a set of acts containing dynamics in themselves, and not a set of

syntactic connections that link meaningful sentences. *“...The term language as introduced by Saussure was used in scholarly discourse to denote the system that governs speech. Saussure argued that this system constitutes the true subject matter of linguistics... The linguistic system can be studied in truth only in communicative acts, which are linguistic facts. Language is abstraction in relation to discourse... A linguistic fact is included in the category of acts of social communication. Language is not an act, but a system. Speech is an act, and the linguistic facts in it are associated with non-functional elements. Linguistic fact in its pure form is discourse. Therefore, linguistics studies discourse, while the rules governing it are called language”*²⁹. In such an approach, the addresser’s intention and the addressee’s interpretative capacities are regarded as integral components of meaning construction.

The encoding-decoding mechanism, explained within the framework of locutionary, illocutionary, and perlocutionary dimensions, particularly reveals that discourse is structured not only around expression, but also around effect and outcome. Here, the analysis of the concepts of illocutionary force and perlocutionary effect makes it possible to clarify the communicative intentionality of discourse and its persuasive potential. In this context, the transition between “normal meaning” and “derived meaning” reveals the necessity of discourse analysis and forms the conclusion that a text can only be adequately interpreted within its context, taking into account social and cognitive factors. *“Everything that discourse can shape is what has been said in the previous half-silence that continues under it, but has been covered up and silenced... the visible discourse, perhaps, becomes the repressed existence of the unsaid, and the feeling arises that the unsaid becomes a void and shakes everything said from the inside”*³⁰. Normal meaning can be found in

²⁹ Бюиссанс, Э. Перечитывая классику. Абстрактное и конкретное в лингвистических фактах: речь-дискурс-язык// Political science N3 (RU): – 2016. – С. 209-215, – с.209,214

³⁰ Фуко, М. Археология знания/Пер. с фр. М.Б.Раковой, А.Ю. Серебрянниковой; вступ. ст. А.С.Колесникова. (Серия «Ars Riga.

every text that is correctly coded syntagmatically and paradigmatically, adapted to semantic factors. Derivative meanings, on the other hand, have the ability to shift the direction of meaning in a completely different direction, bypassing the framework of texts. When we generalize such directions, an interesting diversification emerges in the field of discourse research:

- European-American linguistic traditions;
- Russian tradition;
- French-speaking tradition;
- German-Austrian tradition.

In terms of scope, persuasive power, and functionality, the discursive features of mass media differ significantly from other existing types of discourse.

As a result, the multidisciplinary nature of discourse is substantiated, and its oral, written, and hybrid forms, participant models, and typological features are systematized. The differences between the different genres of discourse, such as artistic, institutional and academic, are conceptually defined. In particular, the pragmatic orientation and manipulative potential of media discourse are summarized as the main concluding thesis of this subsection, and it is demonstrated that, compared to other types of discourse, media discourse carries a higher functional load in terms of influence and direction.

In the second subsection, titled “**Characteristics of media discourse**”, the author notes that communication revolutions, especially the rapid development of the internet and electronic media, have transformed media discourse into the most influential institutional discourse of modern society. As a result of this process, the production and dissemination of information have undergone transformation not only from a technical perspective, but also in terms of content and mechanisms of influence. The media is no longer just a means of transmitting information, but acts as an active

subject of discourse that participates in setting the public agenda, determining priorities, and shaping the value system. *“It is a social tool that enables the formation of an individual's worldview in text format”*³¹. In this part of the chapter, the main feature of media discourse is summarized as its combination of two primary functions: informing and influencing and guiding the audience. It is shown that information presentation is often not neutral in nature, but is formulated as a communicative act structured and purposefully built in a certain direction. Media discourse is projectively encoded on the functional capabilities of the language, where context and situation are drawn to the center of coding, and implicit intent is often hidden behind explicit information. This type of structure predetermines the audience's interpretive trajectory and can limit the possibilities for alternative readings. Colorful images, bright lighting, and depictions of happy people do not simply revive the explicit side of media discourse. Such captivating images are a delight to human perception:



Figure 1. An example of visual manipulation and emotional coding in advertising discourse

Finally, the brain that receives such information is initially charged with positive emotions. But in fact, the true purpose of the image is to put issues related to brands into human thinking, and the true intention is to manipulate the brains. *“Advertising tools that try to influence and manipulate the human brain in any form facilitate*

³¹ Рогозина, И.В., Пидун, М.А. Роль СМИ в формировании гендерных эталонов// Филология и человек, N2, – 2008. – с. 124-131

the operation of the implicit system and have the ability to directly influence the implicit system. Implicit market knowledge arises from similar market signals that do not require any interpretation. These signals are created based on communication models that can maintain their impact for a long time. It's as if, when faced with the same stimuli, some internal counter in the human brain is triggered. The stimulus then becomes very familiar and pleasant to the recipient of the information”³². The interactivity of media discourse is conditioned by its ability to establish direct or indirect contact with the audience. Multimodal structure, that is, the unity of text, sound, and visual elements, increases the intensity of the impact and accelerates the perception of information. Strategic orientation, in turn, denotes the planned and purposeful construction of discourse. As a result, media discourse is presented as a specific communicative act that creates intergeneric transitions, combines various communicative forms, and directs models of social behavior. In this regard, its power of influence is not only informative, but also cognitive and ideological in nature. Like all linguistic acts, media discourse is forced to use a linguistic system and functionality. The extent to which language is a powerful instrument is once again demonstrated on the platform of media discourse. Successful media discourse achieves its full impact through the proper use of the linguistic system and the functional capacities of language that serve it. In this regard, it is impossible to encode media discourse without the functions of the language and the language system. Just as text is an integral unit of discourse, media texts are one of the integral important linguistic units of media discourse. “Media texts and media discourses were created, first of all, to convey a large amount of

³² Hajiyeva, M.A. The impact of transferred information on the explicit and implicit system in the media market/ Hajiyeva, M.A.- Web of Science, Universidad Y Sociedad, Universidad de Cienfuegos "Carlos Rafael Rodríguez" Cienfuegos, Cuba: 2024, Volume 16, Number 2- 161-166 p. – p. 165

information to people”³³. While texts require standard approaches, media texts are adapted to the applied approach and, like special types of applied linguistics, they portray specific images in society. *“While standard approaches focus first on message creation, analysis, and then context, applied approaches focus first on creating context. The message is then formed from it. This is due to the fact that the person redirects the value of trust from the context to the message. Confidence in the context is more preferable. And the context passes through the threshold of our attention”*³⁴. As a unit of media discourse, media texts require an applied approach. The main feature that distinguishes them from ordinary texts is their orientation from context to coding. This resembles a kind of “project-based” encoding activity.

The third subsection, entitled **“Manipulation and its strategic tactics”**, notes that manipulation is understood as the control of behavior through speech, and media discourse, in this regard, is the institutional discourse where manipulative strategies are most intensely realized. In this context, manipulation is interpreted not as overt pressure or direct influence, but as a covert mechanism of guidance embedded within the communicative structure. According to Van Dijk, this process is referred to as an influence exerted on the structure of the “mental model”³⁵. The “mental model” is a set of data that everyone has in their cognitive base. It is acquired on the basis of a person's experience and what he has learned, accumulated in episodic memory. It is revealed in the process of decoding any information and serves as a base for models that a person will subsequently acquire. In the process of

³³ Analysing Media Discourse: Traditional and New. Edited by A.Mammadov and B.Lewandowska-Tomaszczyk. Cambridge Scholars Publishing – 2002. – 209 p. – p.1

³⁴ Почепцов, Г.Г. Теория коммуникации/ Г.Г.Почепцов – Москва: Рефл-бук, К.: Ваклер, – 2001. – 343 с. – с.43

³⁵ Dijk, T.A. van. Discourse and manipulation // Discourse & Society. SAGE Publications: – 2006 (London, Thousand Oaks, CA and New Delhi), Vol 17(3): – p. 359–383

manipulation, addressees-manipulators directly try to hinder the functioning of the “mental model” structure. Through manipulation, by disrupting the functioning of the “mental model” structure, a model is formed that is necessary for the addressee-manipulator.

The selection of information, the form of presentation, and the distribution of emphasis in the media environment are not random, but planned discourse behavior that serves a specific purpose. Sometimes the concept of manipulation is also referred to as a “*media weapon*”³⁶. This is more closely associated with manipulations carried out within the sphere of media discourse. Considering that one of the functions characteristic of media discourse is related to control and governance, the term “media weapon” may be regarded as appropriately used in this context. The media actor, that is, the addressee-manipulator, relying on the functional capabilities of language, often transforms the informative goal into a carrier of a subjective goal, that is, the intention to change the audience's behavior. In this case, it is not the fact itself, but the framework of its presentation and the direction of interpretation that plays a decisive role. The primary aim of manipulative speech activity is “*to change the behavior or state of the recipient (interlocutor, reader, listener) and to generate in them a verbal, physical, mental, or emotional response*”³⁷.

Coding takes on a projective character, implicit intentions are placed behind explicit information, and layers of meaning are formed in the structure of the discourse that are not explicitly expressed, but have a guiding effect. The mechanism of action is aimed at achieving the perlocutive effect, and as a result, the position, attitude or behavior of the audience can be changed in a certain direction.

In the subsection, the concealment of intention, the modification of pragmatic meanings, and the influence exerted on the

³⁶ Почепцов, Г.Г. Теория коммуникации. / Г.Г.Почепцов.–Москва: Рефл-бук, К.: Ваклер, – 2001. –343 с.

³⁷ Красных, В.В. Свой среди «чужих»: миф или реальность? / В.В. Красных – М.: Гнозис, –2003. – 375 с. –с.122

audience's mental model are summarized as the main mechanisms of manipulation. It is shown that the manipulative effect occurs not only at the linguistic level, but also at the cognitive level and is carried out through the activation of existing conceptual structures. To this end, strategic tactics in harmony with psychological factors are systematically applied in media discourse. The automation of social experience, identification through the "we" category, the construction of a "familiar world" image, the repetition of key words, the use of vague and polysemantic expressions, as well as strategies such as discreditation and positive presentation, direct the audience's selective attention toward a particular direction. Media discourse, which plays an important role in the socialization of society, is like a special bridge created between the manipulator and the audience. The effects on the audience are realized thanks to these bridges. Manipulative strategies are carried on the information sent to the other side through the bridges. The factors that strengthen the strategies are linguistic and non-linguistic units. All linguistic units that serve encoding processes are established units of the language. Media discourse, however, in the process of manipulation transforms these established units into stylistically modified expressions and acts, and through the strategies it employs, acquires seemingly inexhaustible power. *"A normal speaker of a language only faces linguistic problems when he is familiar with variants that differ from each other in terms of connotative meanings"*³⁸. Such units are a powerful weapon for media discourse.

Thus, the manipulative power of media discourse is realized through purposeful maneuvers built on linguistic norms. *This is "to change the behavior or state of the recipient (interlocutor, reader, listener) and to generate in them a verbal, physical, mental, or emotional response"*³⁹. Such maneuvers penetrate the cognitive base

³⁸ Blumfield, L. Dil. / L.Blumfield. – San Fransisko: –1964, тәр.ед. V.S.Әрәбов, Q.N.Неубәтов, –В. –2014. –550 с. –с.487

³⁹ Красных, В.В. Свой среди «чужих»: миф или реальность? / В.В. Красных – М.: Гнозис, –2003. – 375 с. –с.122

of the audience, direct the interpretation process and affect the models of social behavior. As a result, media discourse is presented as a complex communicative activity that not only transmits information, but also shapes behavior and attitudes.

In the first subsection titled **“Problems Arising from the Convergence of Linguistics and Philosophy”** of the second chapter called **“The ‘Language Game’ Phenomenon,”** it is stated that encoding–decoding is not a direct “mirror-like” copy of the world: in every discourse, reality is presented through linguistic and non-linguistic units, filtered through the cognitive model of individuals. Just as icons do not fully encompass the denotatum, linguistic signs also do not convey reality as it is. This position highlights the limitations of language’s referential capacities and emphasizes the situational character of meaning construction. Reality is reconstructed, selected, and structured in a particular direction within discourse. In this process, both linguistic and extra-linguistic factors play a decisive role. It is shown that the incomplete correspondence between the sign and the referent constitutes one of the main problems of discourse analysis. Each expression is meaningful in a specific social and cultural context, and its interpretation depends on the cognitive base of the participants. From this perspective, the “world model” presented by language is not a mechanical copy of objective reality, but a construction formed within the framework of communicative goals and intentions. This issue is more pronounced in media discourse, where codes are often purposefully reconstructed and speech becomes a tool for directing behavior.

As a result, the main problem addressed in the subsection is generalized as the heterogeneous and multi-layered nature of the “world-language-thought” relationship that lies at the center of the convergence between linguistics and philosophy. The semantic and pragmatic mechanisms of discourse turn it into an object of study for linguosemiotics, pragmalinguistics, and the philosophy of language alike. *“Philosophy of language combines research fields and directions that study the mutual relationships between language, everyday life (reality, the world), and thought, and the theoretical*

and methodological knowledge that expresses and interprets these relationships"⁴⁰. Language is not only a structural system, but also a means of expression and organization of thought forms. In this regard, discourse, along with the presentation of reality, also determines the mechanism of its comprehension. In this context, the analytical philosophical tradition occupies a special place. Thinkers such as Frege, Russell, and Wittgenstein considered problems of language as the key to philosophical problems and sought to define the boundaries between objectivity and subjectivity through categories such as meaning, reference, and representation. The provisions put forward by them indicate that the meaning is associated not only with the internal structure of the expression, but with its use and context. This approach provides a methodological basis for the study of manipulative strategies, since manipulation takes place precisely within the framework of the form of use of language, pragmatic reality and social context.

Thus, the resulting convergence between linguistics and philosophy brings a new perspective to the analysis of discourse. *"The philosophy of language, which carries within itself the interests of linguistics on the one hand and philosophy on the other, sometimes also enters into certain relationships with other subfields existing within both disciplines. In this respect, from a semiotic point of view, the philosophy of language encompasses three subfields: syntax, semantics, and pragmatics"*⁴¹. Detecting manipulative strategies is possible not only at the semantic level, but also by taking into account the functional use of language and cognitive influence mechanisms. This once again confirms that discourse is a phenomenon that requires a multilevel and interdisciplinary approach.

⁴⁰ Маслова, В.А. Философия языка: конспект лекций. / В.А. Маслова. – Витебск: УО «ВГУ им. П.М.Машерова», –2012, –50 с. –с.9

⁴¹ Hajiyeva, M.A. The appearance of the philosophy of language/ Hajiyeva, M.A.- The XXXV International Scientific Symposium "Mahmud Kashgari: Common Heritage of the Turkic World" Amsterdam / Holland (Kafkas Üniversitesi Fen Edebiyat Fakültesi), -2023. -61-64 p. – p.62

The second subsection, titled “**Language game in L. Wittgenstein's concept**”, argues that L. Wittgenstein is one of the key figures in 20th-century analytical philosophy who emphasized the central role of language, and his work is usually presented in two phases: The first Wittgenstein (*Tractatus logico-philosophicus*) conceives language as a logical “picture” of the world and attempts to resolve philosophical problems as a “critique of language” by means of an ideal/symbolic language and logical syntax; The second Wittgenstein (“Philosophical investigations”) reevaluates this position and explains language not as a logical tableau, but as a tool that works within use and activity. The core of the “language game” concept, which was put forward in the second stage, is that language is not just a system of expression, but a communication practice that is meaningful in conjunction with the activity and purpose performed in a specific situation. To use L. Wittgenstein's phrase, these units have the ability to act as necessary “guides” in the investigation of language problems. *“Our language can be considered an ancient city: a labyrinth of small streets and squares, old and new houses; all this is surrounded by many new districts with straight, regularly laid streets and standard houses”*⁴². Speech and action together constitute a unified structure, and meaning is formed within this whole. The meaning of words is explained not as a fixed and unchanging category, but as a functional feature that arises from their use according to different rules in different situations. This approach brings to the forefront not a normative model of language, but its actual mechanism of use. Considering the ideas and analyses contained in “Philosophical investigations”, “language games” can also be approached as a method that explores the functionality of language in more depth. Its creation was in connection with the elimination of language problems. Through such an understanding, it seemed possible to reveal the invisible aspects of language.

⁴² Wittgenstein, L. *Philosophische Untersuchungen*. / L. Wittgenstein. – Great Britain: Oxford, –1953. – 260 S. – S.8

Wittgenstein's concept of “language games” acknowledges their multiplicity and diversity. “Language games” are not exactly identical to each other, but they create a certain network of similarities based on the principle of family resemblance. The same rule or structure does not apply to all cases, but partially overlapping functional features are observed in different situations. The simplest example, the model of commanding and acting in accordance with the command, shows that there is a direct connection between expression and action. This approach clarifies the social and pragmatic nature of language.

Thus, the search for an ideal language recedes into the background, and the practical mechanisms of everyday language are brought to the center of attention. Language is no longer understood only as a system of logical coherence, but as a form of activity governed by rules and meaningfully implemented in a specific situation. In this regard, “language games” serve as an important methodological key to explaining how meaning, intention and possible misunderstandings are formed in discourse, including media discourse. *“The “language game” is a companion of any natural language; as already stated, it is a constant need of the human spirit”*⁴³. This concept is also important in the analysis of manipulative strategies, because it is impossible to fully understand the mechanism of influence of discourse without considering the use of language and its relationship to the situation. The main feature that distinguishes a “language game” from other linguistic units is that it focuses on points that are important to the addressee. There is no limit to the language's processing. At that point in processing, the functions of the language become more active. In particular, the expressive function rises to a high level. The genuine information concealed within the static aspect of language is revealed through the dynamism possessed by “language games.” In a sense, they bring clarity to the conceptual environment. The codification carried out

⁴³ Норман, Б.Ю. Игра на гранях языка./ Б.Ю.Норман. – Москва: Наука, – 2006. – 344 с. – с.22

through “language games” should be regarded as a successful and strategic choice. The environment it creates is difficult to attain within the framework of other acts. These types of linguistic units emerge on the basis of changes made in the operational model of language and in its functions. The creative function of language is particularly activated in their use, whereby ideas existing in the mind are transmitted to the other party in a short way. In fact, these linguistic units are not only the shortest way to convey thoughts, but also have powerful entertaining and contact-building properties.

In the third subsection, titled **“Language games” and manipulative strategy**, it is substantiated that “language games” act as one of the main mechanisms of manipulative strategy in media discourse. It shows that the media actor uses language as a purpose-built structure when presenting information, and not just as a means of transmission. The coding process takes on a “game-like” character, with communicative roles being distributed, a focus being selected, and the underlying intent often being placed behind a layer of explicit text. As a result, although the explicit content carries an informative function, the implicit layers produce a perlocutionary effect that predetermines the direction of the audience’s interpretation. *“Implicit perception and implicit retention are understood as the driving forces of the subconscious. Here, the human being appears as a “word-obedient” victim of hidden instincts. In a sense, the given information governs human activity in an invisible manner”*⁴⁴.

With reference to the “language game” concept of the second Wittgenstein, it has been emphasized that language is not merely a means of expression, but is inseparably connected with activity and social context. Meaning arises not from a fixed structure, but from concrete situations and rules of use. In this respect, within media

⁴⁴ Hajiyeva, M.A. The impact of transferred information on the explicit and implicit system in the media market/ Hajiyeva, M.A.- Web of Science, Universidad Y Sociedad, Universidad de Cienfuegos "Carlos Rafael Rodríguez" Cienfuegos, Cuba: 2024, Volume 16, Number 2- 161-166 p. – p. 163

discourse, the “language game” turns into a real communicative practice and establishes a connection between the addresser’s intention and the situational conditions. The use of language here goes hand in hand with the construction of a model of social behavior, and the manipulative influence takes place precisely in this practical context. The analysis shows that “language games” gain their persuasive power through deliberate deviation from the norm, semantic displacement, and shifts in the denotative-connotative balance. Relying on precedent knowledge, activating collective memory, and purposefully constructing context complicate the manipulative process of encoding and decoding.

At the same time, the level of the cognitive base of the recipient and the ability to decipher it were presented as the main factor determining the success of the manipulative “game”. Implicit can interpret layers of meaning differently when the audience has a certain knowledge and experience base, otherwise manipulative orientation is realized more effectively. From this perspective, “language games” in media texts are evaluated not merely as aesthetic and stylistic devices, but as discursive tools possessing the potential to influence and direct. Consequently, the conclusion that they have the ability to correct the “model of the world” of consciousness and direct social behavior is substantiated. “Language games” are *“the manipulation of language”*⁴⁵ Of course, it should also be noted that manipulative strategies implemented through “language games” can be observed not only in media discourses, but also in other types of discourses. Since discourses are integral parts of life, they are also organized from “language games”.

As can be seen, the characteristic features of “language games” fully allow us to study them in the media discourse. They have the highest performance within the linguistic system for implementing manipulative strategies. In accordance with their own characteristics, in order for manipulative strategies to come

⁴⁵ Wittgenstein, L. *Philosophische Untersuchungen*. L. Wittgenstein. – Great Britain: Oxford, – 1953. – 260 S. – s. 11

true, these phenomena act contrary to linguistic norms, and through game-like roles they cover up implicit meaning and intonation in the context of “entertaining” locutive acts. *“They can also be treated as a kind of 'decoration' of the language”*⁴⁶. Thanks to these units, which act as “decorations” of the language, the positive emotions that arise facilitate the formation of impressions on the other side. The following chapters analyze the “language games” used in media discourse from a linguo-semiotic and cognitive perspective. These maneuvers take place as intra-linguistic processes, eventually producing high-level effects on the cognitive base. With all this in mind, the manipulative strategy of media discourse was involved in the study of the well-known “language games”.

In the first subsection titled **“Features of “language games” at the linguistic level”** of the third chapter of the dissertation titled **“Linguosemiotic study of “language games” in media discourse performance”**, the main features of the “language game” on the linguistic plane are systematized and it is shown that this phenomenon works in the coding–decoding mechanisms of language as a creative mechanism that makes the transition from explicit to implicit possible. This study analyzes the relationships between “language games” and linguistic norms that play a key role in media manipulation, semiotic indicators of media codes, and manipulative strategies that emerge at different linguistic levels based on media samples from different languages. In this context, the “language game” is interpreted not merely as a change of form, but as a process of restructuring the structure of meaning. The inclusion of such a phenomenon in the linguistic plane means the illumination of dark moments that exist in the deep layers of coding-decoding processes. As is known, it is impossible to imagine natural languages without grammatical categories. *“However, the existence of language norms cannot necessarily be regarded as an absolute condition for a*

⁴⁶ Санников, В.З. Русский язык в зеркале языковой игры. / В.З Санников.– М.: Русские словари, – 1999. – 652 с.

*thought to be transformed into a meaningful sentence. Sometimes, interesting expressions emerge through the deliberate and purposeful violation of language norms. Moreover, the functional power of such expressions can be greater than that of other expressions*⁴⁷. The priority of the work is to regulate the form of communication in accordance with the norms based on internal linguistic rules, to become an integral part of society, and to prevent negative situations such as communicative misunderstandings. As a result, the phenomenon of the “language game,” with its distinctive nuances, adds an entirely different color to such a high-level arena. The introduction of the “language game” into the linguistic sphere means illuminating the obscure aspects that exist in the deeper layers of the encoding-decoding processes.

It is shown that clearly expressed content during encoding is often accompanied by layers of second plan meaning, and the activation of those layers occurs at the decoding stage. Thus, the implicit intention behind the explicit information determines the pragmatic direction of the discourse. The analysis emphasizes that the language norm is a mechanism that ensures communicative stability at the systemic and structural levels. The norm is the main framework that ensures the understanding and social acceptance of the language. “Language games” consciously and purposefully change this norm, increasing the functional load of language. *“Language games lose their stability due to the violation of the symmetry of the conceptual system and form a new language structure based on operations on stable language structures*⁴⁸. This change is explained not as a random error or illiteracy, but as an intentional strategy of the addressee who has deeply internalized the

⁴⁷ Hajiyeva, M.A. Variation of meaning based on communication function/ Hajiyeva, M.A.- Web of Science, Universidad Y Sociedad, Scientific magazine of the University of Cienfuegos Cienfuegos, Cuba: - 2024. – p.142-149, - p. 145

⁴⁸ Журавлева, О.В. Когнитивные модели языковой игры (на материале заголовков русских и английских публицистических изд) дис...канд. филол. наук. – Банаун, 2002, – 207 – с. S.8

norm. Deviation from the norm here enhances expressiveness, focuses attention, and expands the possibilities of pragmatic influence.

The subsection indicates that “language games” can be realized at various linguistic levels. Purposeful changes at the orthoepic, word-formation, lexical, morphological, syntactic, orthographic, and punctuation levels serve to reconstruct the semantic direction. This inter-level interaction sometimes creates a chain deformation effect and enhances the dynamism of meaning within the text. The decoding process requires not only linguistic knowledge but also a high cognitive and cultural base from the recipient. This increases the selective impact of the “language game”. In the context of media discourse, the nominative and syntactic mechanisms of “language games” are reconciled with pragmatic criteria. *“The concept of norm in linguistics should be defined unambiguously as descriptive. In relation to language instruction, descriptive norms lead to correct language use. At that point, the concept of norm acquires a prescriptive character”*⁴⁹.

The means of expression chosen taking into account the audience's age, worldview, ideological and cultural background serve manipulative results in the semiotic process. Thus, the “language game” becomes a constitutive element of discursive influence in the system, process, and outcome line. It is presented not only as an aesthetic and stylistic tool, but as a linguosemiotic mechanism that determines the production of meaning and the direction of interpretation. Thanks to “language games” that have the ability to violate both descriptive and prescriptive norms, some correspondences between the functions of language are shifted. Complex games are built on simple language units. They create implicit codes with complex structures and force the other party to think deeply.

⁴⁹ Coseriu, E. Einführung in die allgemeine Sprachwissenschaft. / E. Coseriu. – Tübingen: – 1988. – 284 s., – s.45

Three main situations of deviation from the norm can be noted:

1. *An involuntary violation of a norm, this is called a mistake;*
2. *An intentional violation of a norm, this is also called a mistake;*
3. *Language norms that are purposefully violated for the purpose of language games. With this, an educated person, a teacher, can jokingly say: “Беру портфель, ложу туда тетради, документы и иду в колледж”⁵⁰.*

Unlike the first two violations, the last violation of the norm, although characterized as a “language game”, does not fully encompass his position. Because it is not correct to limit “language games” only to jokes and puns. From this perspective, the branches of “language games” that serve specific purposes are quite broad.

The enactments created through “language games” are not considered easy processes in this respect. It is precisely thanks to such linguistic units that the communication process becomes more complex, and forms of encoding emerge that are capable of revealing the distinctive and interesting features of each cognitive base. In such cases, the addresser knows very well why they are violating language norms. Almost no maneuver is made without purpose. Even in order to accept and decode these codes, the other party must have excellent language skills and cultural knowledge.

Purposefully violated language norms are more common in media discourse. Media discourse, one of the complex concepts of the discursive environment, creates a particularly favorable ground for the emergence of manipulative strategies through the unconventional use of linguistic facts.

The second subsection, titled “**A linguistic semiotic approach to media codes,**” concludes that the influence of media

⁵⁰Велижанина, А.О., Кириллова, Н.Н., Филатова, В.В., Шарина, Л.Г. Русский язык и культура речи. Курс лекции. / – Нижний Новгород, – 2010, – 190 с., – с.76

codes on society is determined not only by their informative (descriptive) nature, but also by the choice and placement of linguistic and non-linguistic signs within the linguosemiotic system with a pragmatic purpose. In this approach, media texts are evaluated not as simple presentations of individual facts, but as complex communicative constructs formed as a result of the planned organization of a sign system. Linguistic units, visual elements, graphic signs, and other semiotic tools interact within a single meaning-making mechanism and serve a pragmatic purpose. This process is interpreted along the lines of “system-process-result”. Syntagmatic and paradigmatic relations determine the arrangement and selection of elements within the text, while the audience’s cognitive base and existing topoi shape the direction of interpretation. “Language games” complicate the mechanism of language norms by violating syntagmatic language norms on different levels. This can also be noted as groupings that emerge at different levels. *“A language game is an irregularity (or unusualness) of language, and the most important thing is that this irregularity is consciously done on purpose by the speaker (writer)”*⁵¹. As an example of such a disruptive language mechanism, let us cite the following discourse fragment:

Ehct ksras! Gmäeß eneir Sutide eneir Uvinisterät, ist es nchit w ithcg, in wlecehr Rneflogheie die Bstachuebñ in eneim Wort snid, das ezñiige was wethiig ist, das der estre und der leztte Bstabchue an der ritihcegn Pstoiin snid. Der Rset knan ein ttoaelr Bsinöldñ sein, tedztorm knan man ihn onhe Pemoblre lseen. Das ist so, weil wir nicht jeedñ Bstachuebñ enzelin leesñ, snderon das Wort als gzeans enkreenn. Ehct ksräs! Das ghet wicklirh! Und dfüar ghneen wir jrhläng in die Slhcue!

Figure 2.

⁵¹ Санников, В.З. Русский язык в зеркале языковой игры. / В.З. Санников. – М.: Русские словари, – 1999. – 652 с., – s.23

In the example, a fragment of discourse composed of letters placed in the wrong order is presented. This can also be described as a game constructed on the basis of phonemes. They are designed to test the functionality of the brain. As can be seen, the norm violation produced at the phonemic level has brought about a particular transformation in the discourse as a whole. The author used a special maneuver here through “language play”, strengthened the functionality of language through his creative activity, and brought a stylistic touch to the discursive piece. For anyone who knows German at a certain level, restoring them does not pose a significant problem. It can be said that this process occurs automatically. As also stated in the text, if the first and last letters of the words are given correctly, restoring them is not difficult, because a person recognizes words not as separate letters, but as whole word forms. Skills like these come from linguistic experience, which is in everyone's cognitive base.

Media discourse is a vast substance that does not fit within boundaries and has no fixed scope. Its production and recognition processes are realized by taking into account social situations through language, which is an integral part of the cognitive system. *“Just as discourse is social cognition, socially specific ways of knowing social experience, so too are they a resource for the description of social experience in texts”*⁵². Each era has its own distinctive perspective. As periods change, audiences change as well, and correspondingly, changes in knowledge also become evident. On this basis, it becomes impossible to influence contemporary society with media discourses that existed in previous eras, because each era has its own unique environment and needs. This can be seen more clearly in the constitutive features of media discourse. From this perspective, all media discourses are encoded in accordance with the audience's sphere of interest and the arguments of the time. Arguments are considered the basic foundations of media discourse

⁵² Leeuwen, Th. van. Discourse and Practice. New tools for discourse analysis. N.Y.:Oxford, – 2008, – 172 p. – p.6

here. They are explicit indicators presented to the audience. The main purpose of using them is to create a special trust and confidence in the audience. Almost all explicit arguments serve implicit information hidden underneath. In this regard, the combination of rational and emotional arguments increases the power of media coding and creates a structure aimed at a manipulative outcome. Thus, media discourse does not merely present facts; it reconstructs them within a particular ideological and evaluative framework. The subsection also specifically emphasizes the variable constitutive features of media discourse. The choice of topical topic, the conditionality of the participants, and the construction of the agenda determine the content and direction of the discourse. In particular, the role of title strategy is highlighted. Coding titles in a rhyming or elliptical structure focuses attention, creates interest, and shapes the audience's initial interpretive framework. This mechanism activates a model of influence based on the sequence of attention, interest, desire, and action, and directs the process of receiving information.

As a result, explicit facts often become carriers of implicit messages. For an adequate understanding of media texts, structural analysis alone is not sufficient; it is also necessary to take contextual and pragmatic parameters into account. Thus, the linguosemiotic approach makes it possible to reveal the manipulative potential of media codes and to systematically explain how they function within discourse.

The third subsection, titled **“Linguistic maneuvers in the encounter between media codes and “language games”**, emphasizes that media codes and linguistic maneuvers in the plane faced by “language games” act as strategic coding tools that maximally activate the functional potential of language (especially manipulative, expressive and cognitive functions). *“In the process of play, a person models various situations (consciously creating them), calculates their moves, and learns, to a certain extent, to foresee the*

development of events”⁵³. In this sphere, linguistic units function not merely as means of expression, but as integral elements of a purposeful mechanism of direction and guidance. The addressee manipulator selects nominations, taking into account the psychological characteristics, social position and cognitive base of the audience, presents events within the framework of a certain naming, thereby forming the direction of the initial interpretation. The analysis shows that purposeful deviations created along syntagmatic and paradigmatic axes lead to the formation of additional layers of meaning within the discourse. Expressions that appear neutral at the locutionary level carry a particular intention and direction at the illocutionary level, while implicit messages are conveyed precisely through these structural changes. Thus, a planned connection is established between the surface structure of language and its deeper pragmatic purpose, and the decoding process takes place within a pre-directed framework. Deliberate deviation from the norm is presented as one of the main components of this mechanism. Graphic and phonetic creativity, lexical and semantic substitutions, the purposeful use of borrowed words, the multiplicity created by the use of antonymy and homonymy, as well as ambiguous and ambiguous expressions serve to enhance the manipulative effect. While these tools capture the audience's attention, they also limit the possibilities of interpretation and make the chosen frame dominant.

Morphological and syntactic tactics are emphasized separately. The construction of the “we” category through pronouns, inversion, interrogative and rhetorical question constructions, as well as forms of impersonalization function as deictic indicators and anchor the recipient’s position within the discourse in a particular direction. Through these methods, the division of responsibility, position identification, and emotional background are formed. As a result, the perlocutive effect, that is, the creation of trust, the

⁵³ Норман, Игра на гранях языка./Норман.–Москва:Наука,– 2006. – 344 с. – с.9

evocation of an emotional reaction, the incitement to behavior and the change of position, is achieved in a planned manner. In order to generalize based on such interesting indicators, media samples were analyzed from a linguosemiotic perspective, both along the four levels of language on the syntagmatic-paradigmatic axes, and from a pragmatic perspective, through locutionary-illocutive-perlocutionary analyses.

Thus, linguistic maneuvers are viewed as a systematic and purposeful communicative mechanism that forms the structural basis of manipulative strategy in media discourse.

The fourth chapter of the dissertation is entitled “**A cognitive study of “language games” in media discourse performance**”. In the first subsection of this chapter, titled “**Cognitive criteria in brain activity**”, the author states that the relationship between language and the brain is a key to understanding the manipulative potential of discourse, especially media discourse. Here, language is considered not only as a communicative tool, but also as an integral component of the cognitive process. The function referred to in some scientific literature as cognitive is one of the important aspects of socialization. This function is based on the cognitive base of everyone in the process of using language. Investigating the functioning of language-specific cognitive functions is considered important for uncovering a number of unknown indicators related to the brain during the encoding-decoding process. The emergence of cognitivism almost took its beginning from the study of the mechanism inherent in the human brain in computer models. “*Until the 1980s, the pre-theoretical metaphor of cognitive psychology was held in the image of a computer*”⁵⁴. Exploring such a mechanism in the computer analogy would create a more favorable position. “*The development of computer models aligned with human intelligence, the architecture of information storage in human memory, and the*

⁵⁴ Bechtel, W. Philosophy of mind. An overview for cognitive science. /W. Bechtel. New Jersey. –Hillsdale, –1988. –184 p. –p.126

solution of universal tasks led to a number of cognitive shifts”⁵⁵. It was as if the computer activity here resembled a small model of the brain's mechanism. Such an analogy between the activity of the computer and the human brain drew the attention of cognitivistics from the information-related problems of computers to the state of organization of information exchange in human intelligence. “*The human cognitive system is composed of a processor and modules, like central electronic computing machines*”⁵⁶. Thanks to such innovative approaches, the principle of “modularity” entered the scientific agenda within cognitive theory, which was examined through the analogy of the computer system.

The power of discourse is precisely related to how information is processed in the brain, with which mental structures it is associated, and in which contextual framework it is given meaning. The cognitive mechanism is not simply the reception of information, but the process of its processing and reconstruction within the system of existing knowledge, concepts, and topos. This process includes stages such as selective attention, memory activation, and the establishment of associative connections. The information presented in a media text clashes with the recipient's preformed worldview, ideological position, and cultural experience and is interpreted within that framework. For this reason, the same text may be perceived differently by different audiences. The subsection emphasizes that the brain functions in a parallel and modular manner. Language perception is not limited to the work of the lexical-semantic module; visual-perceptual, emotional-associative, and memory-related modules are also activated simultaneously. The “language games” used in media texts affect this parallel activation mechanism, creating both figurative and verbal

⁵⁵ Hajiyeva, M.A. The Leading Role of Language Phenomen in Brain Activity/ Hajiyeva, M.A. Khazar Journal of humanities and social sciences, Volume 23, N4, is indexed with the Thomson Reuters New Edition of Web of Science Хəзәр Universiteti, Bakı, -2020. – p. 47-55, p.52

⁵⁶Hajiyeva, M.A. Cognitive system and computer analogy/Copernicus International Journal/ –Киев: Гельветика, –2020. –p. 19-24

structures. This shows that the manipulation takes place not only at the linguistic level, but also at the cognitive level. Purposeful changes in the structure of language can simultaneously direct the audience's emotional and conceptual response.

According to the author, successful media influence depends on taking into account the characteristics of the audience's cognitive base. Innate and later-formed concepts, frames, and stereotypes are the main frameworks that determine how information is decoded. Activating these structures within discourse increases the effectiveness of the manipulative strategy. For example, referring to an image or stereotype that has been consolidated in collective memory leads to faster and more emotional perception of information.

Thus, manipulation is not a direct and mechanical control of thought, but a process of directing existing mental structures and bringing selected concepts to the fore. The perlocutionary effect is stronger when the strategies established in media discourse are organized according to the modular principles of cognitive architecture. At this point, the audience's attention is focused on a specific frame, the possibilities for alternative interpretations are reduced, and as a result, the likelihood of influencing behavior increases. This approach allows for a scientific explanation of the cognitive foundations of manipulative strategies and provides a deeper understanding of the mechanism of influence of discourse.

In the second subsection, titled **“Manipulative strategy and cognitive connection”**, the author concludes that the “functionality” of a manipulative strategy is determined not by the language itself, but by how it activates the cognitive layers it touches. In this approach, manipulation is sought not in the formal structures of language, but in the activation mechanism that those structures create in the audience's cognitive system. From this perspective, media discourse is presented not as spontaneous and randomly constructed speech, but as a communicative mechanism that is pre-planned and calculated to achieve a particular result. The language used in media discourses differs in complexity from the language used in ordinary

communication processes and other types of discourse. *“The language involved in the transmission of information does not correspond to the language used by people in communication with each other”*⁵⁷. Here, the asymmetry between implicit information and implicit information demonstrates a different position compared to other types of discourse. The strategies used in the process of transmitting codes to the other side deepen this further. Since the level of manipulateness in such an environment reaches a high level, the functionality of language also appears to have exceeded its own limits in a certain sense. At the center of this mechanism lies the audience’s conceptual system. Concepts, frames, precedent phenomena, and associative networks function as an internal map that shapes the recipient’s way of perceiving the world. Each new piece of information is compared to this map and interpreted based on its consistency or contradiction. The addressee targets the sensitive points of that map to achieve his manipulative goal. Because the shortest path to the cognitive base usually passes through codes that already exist and are firmly embedded in cultural memory. Familiar symbols, images rooted in collective memory, and stereotypes accelerate the reception of new information and reduce resistance. According to the author’s position, the use of familiar concepts during encoding creates a particular tactical advantage. Such concepts evoke a sense of psychological comfort in the recipient, facilitate the process of interpretation, and stabilize the emotional background. In this context, a new idea or assessment is presented as a natural continuation within that native picture. As a result, manipulative guidance is perceived not as overt intervention, but as a logical extension of the existing system of thought. *“When*

⁵⁷ Прибрам,К. Языки мозга./К.Прибрам.–Москва:Прогресс, –1975. –464 с.-с.16

*thinking occurs, brain activity occurs. Brain activity is conditioned by physiological processes and body movements*⁵⁸.

Thus, manipulation takes place not in the form of direct pressure or open call, but through the expansion of the semantic scope of existing concepts. On the back wall of each concept there are icons that reflect the world. The transition from icons to indices and symbols reminds us of the path of progress of humanity. Icons can also be called the initial propositional content. These propositional contents are refined in connection with acquired knowledge, experiences, associations, representations, and so on. Each refined propositional content, alongside these elements, also incorporates national characteristics. A person perceives the world through the five senses that are innately given to them. When a person is born, a set of “primary propositional content” exists with them. Later, information entering the cognitive environment through the senses is initially received and shaped as iconic by the modular system. As in the modularity theory of J.Fodor, this emerges as an inseparable part of ontogenesis. In this sense, icons form the basis of concept formation. Humans discover the world, naming and appropriating it as they discover it. Cognitions formed later acquire a more organized structure on the basis of those propositions.

In this sense, icons form the basis of concept formation. Humans discover the world, naming and appropriating it as they discover it. According to Fodor's concept, there is a system of parallel clusters in cognitive architecture, and each module also has an independent functional base and has a great impact on the overall architecture. “...*a module is a multifunctional unit that receives impulses and provides connections as a result of the interaction of neurons located close to each other*”⁵⁹. For example, let's take any

⁵⁸ Серль, Дж. (1984). Сознание, мозг и наука. Посвящается Дагмар/ Перевод и примечания А.Ф.Грязнова/ –Москва: –1993. –110 с. –с.15

⁵⁹ Hajiyeva, M.A. The principle of modularity in the cognitive system/ Hajiyeva, M.A. - International Conference (V.I. Vernadsky Taurida National University). Kiyev: Гельветика, -2020.- p. 154-156, p. 155

image that is brought to life before the audience's eyes in media discourse:



Figure 2. *Visual contrast and the mechanism of cognitive parallel processing*

In any media discourse, the image depicted in the foreground can in fact be regarded as one of the codes that the media actor intends to convey: two separate scenes of nature. This can also be called a submodality that serves the modular principle. At that moment, the activity operates both in parallel and independently. Replacing the denotative layer with a connotative load, restructuring frames, and strengthening associative connections are presented as the main mechanisms of manipulative influence. In this process, the audience thinks that their decision is born from internal logic, but the direction that leads to that logic is determined by the cognitive framework that has already been established within the discourse. Thus, the manipulative strategy is explained as a subtle yet effective mechanism that, through cognitive connection, serves to shape social behavior and stance. The ideas concerning modularity identified in the brain and the parallel functionality of neurons led to the emergence of new directions in cognitivism. During that period, the so-called cognitive revolution further refined and developed these ideas.

The third subsection, titled “**Cognitive characteristics of strategic “language games” in media discourses**” notes that Strategic “language games” in media discourses are not just stylistic embellishments or figurative expressions, but functional mechanisms that ensure cognitive control. Here, the aspects that emerge in the manipulation processes of the cognitive sphere, which operates on the concept of modularity, are involved in the study. The language used in media discourse differs in its level of complexity from the language used in ordinary communication processes and in other types of discourse. This mechanism directs the decoding process by activating the template concepts of the audience, precedent phenomena and the table “native world”, while masking implicit goals in the background of information that seems “neutral” at the explicit level. It is precisely for this reason that “language games” function as the most sensitive “control buttons” of the media code: they accelerate interconceptual transformation, redistribute semantic scope, alter the evaluative framework, and ultimately regulate the recipient’s decision-making trajectory in accordance with the manipulator’s intention. Here, the perlocutionary effect is not a random result, but the logical conclusion of a planned effect at the concept and frame level. Based on such a relationship, a special model framework for media discourses was created in the study. The transformation event that emerges in the model is considered the main element of the changes occurring in the cognitive base. Both explicit and implicit aspects can be observed in codes. Through the use of explicit codes, the true purpose and intention of the manipulation are kept concealed. All explicit code is placed on top of an invisible implicit base. *“The surface level performs a kind of “myth-making” function by masking the manipulator’s true purpose. At the hidden level, both the fact of influence and the underlying intentions remain concealed from the addressee”*⁶⁰. The transformation event then comes into play through “language

⁶⁰ Доценко, Е.Л. Психология манипуляции: феномены, механизмы и защита. / Е.Л. Доценко.–М.: ЧеРо, Изд-во МГУ, –1997. – 344 с.-с.205

games.” In the final moment, stereotyped concepts give way to new concepts. *“Understanding occurs as a result of transformation”*⁶¹.

It is also emphasized that the success of this process depends on two main conditions: First, the addresser-manipulator must have a deep understanding of the audience’s cognitive base (stereotypes, associative networks, cultural memory, situational expectations); second, there must be a purposeful selection of multimodal means suited to that base, such as “key words”, metaphorical and metonymic structures, repetitions, graphic-visual solutions, as well as sound and rhythm. The metaphorical expressions used in this media discourse form a “language game” mechanism and ultimately lead to the strengthening of the perlocutionary effect created in the audience. “Language games”, which differ from other linguistic units in their complex nature, easily penetrate the mental zone and create certain changes there. Thanks to this, this unusual mechanism of language transforms the conceptual scope in the mental zone into a conceptual scope related to another situation.

The manipulator, attempting to effect an interconceptual transformation, resorts to a number of tactics capable of influencing the cognitive base through linguistic maneuvers. Repetitive linguistic codes play a major role in the implementation of brain-specific automation. The repeated presentation of the same information at very short intervals through mass media channels on a daily basis is a clear example of this. In this formulation, the codes transmitted to the listener’s mental base through the sensory organs, in accordance with the modular principle, are automatically decoded at the surface level and transferred to short-term memory; with increasing repetition, they are subsequently conveyed to long-term memory and become established as stereotypical concepts.

⁶¹Məmmədov,A., Məmmədov,M. Diskurs tədqiqi. Bakı: BDU, 2016.- 112s.- s. 29

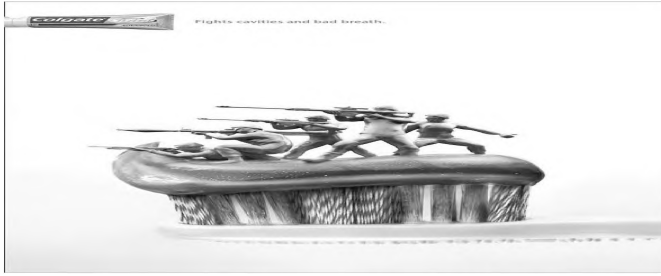


Figure 3. *Stereotype concept formation through repeated visual coding*

There are also cases where the tactic of “keywords” is used to pave the way for stereotypical concepts. Let's consider this in media discourse related to the tourism sector as an example: “Qafqaz Yeddi Gozel Hotel is located in Gabala, one of the most beautiful regions of Azerbaijan. Guests of this comfortable hotel can use the services of the fitness center, massage room, and sauna whenever they wish. An outdoor pool and a modern SPA center are also available for guests”. Let us take a look at some of the key words used here: one of the most beautiful regions of Azerbaijan, comfortable hotel, fitness center, SPA center, outdoor swimming pool, etc. The codes, created taking into account the stereotypical concepts existing in the associative network of Azerbaijanis, were this time aimed at controlling the audience's behavior and thinking.

The phenomenon of interconceptual transformation, on the other hand, can be linked to linguistic and rhetorical devices that create “language games”. Cognitive metaphors, cognitive metonymies, repetitions, ellipses, ironies, etc., which act as rhetorical devices, are considered the basic units of “language games”. *“Metaphors are created here for specific purposes, and in this case they contrast the “target” in the cognitive structure with the “source” in the cognitive structure... In this case, two knowledge structures are confronted on the basis of conceptual metaphors - the cognitive structure of the*

*source and the cognitive structure of the “target”*⁶². As an example, let's look at a phrase taken from Recep Tayyip Erdoğan's speech on the genocide committed by Israel at the AK Party Group meeting on May 29, 2024, where he often uses metaphorical expressions in his speeches:

“Is there not a shred of humanity left within you? Do you have no conscience at all? No sense of justice?...The world is watching the barbarity of a sick man, a maniac, a psychopath, a blood-fed vampire called Netanyahu, and it is watching it live. O state of America, this blood has also stained your hands”. The metaphorical expressions used in this media discourse form the mechanism of the “language game” and ultimately contribute to strengthening the perlocutionary effect created in the audience. Here, the directed “game-like” coding brings the concepts of Netanyahu and a blood-fed vampire closer together, while also linking the concepts of America and a blood-stained killer with one another. The main goal is to create changes in the existing concepts related to those objects through inter-conceptual relationships. Here we have highlighted some of the tactics that lead to the transformation event in the cognitive base. During the research, these were subjected to extensive analysis on media samples taken from different languages.

Thus, strategic “language games” are considered as a key transformation tool in the structure of media discourse, ensuring the transfer of concepts from the “old” semantic framework to the “new” semantic framework. This tool, encoded at the linguosemiotic level, forms new interpretive habits, new evaluation schemes, and ultimately new behavioral impulses at the cognitive level. This conclusion once again justifies the necessity of parallel tracing of the phenomenon of “language game” at both the cognitive and linguosemiotic levels in the analysis of media discourses.

⁶² Лакофф, Дж., Джонсон, М. Метафоры, которыми мы живем: Пер. с англ. / Под ред. и с предисл. А. Н. Баранова. М.: Едиториал УРСС, 2004.- 256 с.- с. 213

In the **“Conclusion”** section of the dissertation, the final generalizations of the multifaceted and integrative research conducted have been systematized, and the scientific results arising from the set objectives and tasks have been conceptually articulated.

As a result of the conducted multifaceted, staged, and integrative research, the linguosemiotic and cognitive essence of media texts within media discourse performance has been examined in a systematic, comprehensive, and multilevel manner, and their structural, functional, ideological, pragmatic, and interpretative features have been scientifically substantiated and identified. The research process was not limited to the description of individual language facts, but the mechanism of action of the “language game” in media discourse was analyzed within the context of the interaction of the textual, contextual, and mental levels within the entire system. Within the framework of the dissertation, the main principles of discourse theory, semiotics, pragmatolinguistics, philosophy of language, cognitive linguistics, and communication theory have been brought together through a conceptual synthesis, and a methodological bridge has been established between various theoretical approaches. As a result of this integrative approach, the performative nature of media discourse has justified its role not only as a means of transmitting information, but also as a mechanism that structures and ideologically frames reality.

The formulated unified analytical model made it possible to show how the “language game” operates within discourse, both at an explicit and implicit level. Within the framework of the model, it has been determined that the processes of encoding and decoding occur not in a linear manner, but on the basis of parallelism and interaction, and that verbal and visual elements simultaneously activate different modules of the cognitive system. Thus, it has been scientifically substantiated that in media discourse performance, the “language game” is not merely a means of creating a stylistic effect, but a mechanism of conceptual transformation. As a general conclusion of the research, it has been shown that the phenomenon of the “language game” is not limited to structural changes at the linguistic

level, rather, in such contexts, it functions as a multilayered discursive mechanism that serves to reconstruct the audience's mental models, shape ideological orientation, and direct the process of perception. Because the "language game" mechanism, adapted to the "mind to world" format, constructs encodings at the implicit level not on facts, but on conditions.

In the first stage of the research, the theoretical foundations of the concept of discourse were systematically clarified, and its distinguishing features from the classical concept of text were substantiated on a conceptual level. It has been determined that while a text primarily expresses the formal and grammatical sequence of structured linguistic units, discourse functions as the form through which that text is realized within the social environment, its operation within the communicative act, and its dynamic activity in connection with interpretative processes. Discourse is not just a set of lexical-semantic structures, but a multilayered system guided by social institutions, ideological frameworks, cultural codes, and communicative intentions. From this perspective, discourse transcends the static existence of the text and presents it as a performative mechanism that sets it in motion within social practices.

The research has shown that in the media environment, discourse is not limited to the neutral transmission of information; it also performs a constructive function that ensures the interpretation of social reality, the formation of normative frameworks, and the direction of collective perceptions. Media discourse plays an active role in setting the public agenda, determining priorities, and modeling the value system, and contains more derived meanings than the normal meaning. For this reason, the analysis of media discourse has been conducted not only at the structural-semantic level, but also with consideration of contextual, pragmatic, ideological, and cognitive parameters. The research has demonstrated that media discourse is evaluated not as an extended form of text, but as a complex communicative process occurring within the sphere of social-cognitive interaction. Thus, the clarification of the theoretical framework of the concept of media discourse has served as a

methodological foundation for the functional analysis of the “language game” in subsequent stages.

As a result of the research, the connection of media discourse with activity, behavior, movement, dynamics, and the "mental organ" factor has led it to the intersection of communicative theory and cognitive linguistics. Within such a scope, the primary functional obligations of media discourse as a type of institutional discourse have been shown to be constructed more on implicit meanings than on explicitness, and through its persuasive function, to serve in defining its manipulative character. The phenomenon of manipulation, carried out through specific acts, is part of behavior and contains psycholinguistic parameters. Although this type of behavior, which is related to media acts, is realized in three phases specific to conversational activity, it is distinguished from other types of behavior by the analytical-synthetic phase, which carries the main burden of the strategic tactics of the media “project”.

At the second stage, the plane of the philosophy of language, in which the concept of “language game” is formed, serving manipulative strategies, was fundamentally investigated, its maneuvers serving linguistic, cognitive mechanisms were clarified. On the one hand, the connection of the concept of the “language game” with communicative situation, social context, and the intentions of participants; on the other hand, the pragmatic situations existing in media discourse, the relations between the parties of discourse, and such indicators as implication, presupposition, and proposition directed the course of the research toward the sphere of philosophy of language. As a result of the study, it was determined that the manipulative character of media discourse sometimes serves to alter world realities and, at times, even to manage the world. In such a position, the “language game” mechanism affects the world-language-thought trichotomy as an important indicator of media discourse. In order to clarify these concepts, the chapter provides a thorough explanation of the directions of rationalism and irrationalism, and justifies the crucial role of the context factor in explaining the relationship between meaning and use. In the chapter,

the methodological problems arising within the sphere of philosophy of language have been systematized, and it has been determined that the phenomenon of the “language game” is capable of revealing the difference between the normative model of language and the real uses that emerge in communicative practice, as well as of managing the receiving side. In addition, manipulative, ironic, implicit, and pragmatic shades of “language game” have been revealed based on the characteristics shown within the framework of language philosophy. At the same time, the sign of “language play” as a genuine social influence mechanism hidden behind the aesthetic medium has also been substantiated through research. In accordance with the course of the study, the discursive functionality of the “language game” was determined, its semantic and pragmatic components were separated, and its leading features in the media coverage were formed. The results obtained from the stage were presented as a theoretical and methodological basis for the practical analysis of the dissertation.

At the third stage, the linguosemiotic structure of the “language game” was systematically analyzed and its functional features in the context of sign relations in media discourse were determined. Research has shown that “language game” is not limited to structural changes at the lexical and syntactic levels, but acts as a complex mechanism that reorganizes the internal relationships of the sign system and changes semantic orientation. The analysis conducted within the framework of icon, index, and symbol relations has demonstrated that in media discourse, the relationship between the sign and the referent is not fixed and immutable, but is purposefully and continually renewed. In the process of this reconstruction, some associations are strengthened, while others are relegated to the background, and as a result, the trajectory of the audience’s perception is determined in advance.

It has been established that headline strategies, metaphorical models, semantic shifts, topical affiliation and focusing mechanisms act as the main linguosemiotic tools of the “language game” in media discourse. Through these tools, information is structured, certain

semantic components are emphasized, while others are kept in the background. Thus, media texts do not merely present information; they encode it within a particular framework and create a ready interpretative platform for interpretation. The purposeful manipulation of sign systems within discourse strengthens ideological and emotional orientation and renders the process of reception selective in character. The research substantiates that the “language game” in media discourse operates on the basis of the interaction of stable and dynamic elements at the semiotic level. Stability preserves communicative legitimacy and the normative framework, while dynamism allows for the creation of new layers of meaning and implicit semantic transformation. This mutual relationship strengthens the mechanism of influence of discourse and turns it into not only an informative, but also an ideological-structuring system. Thus, the linguosemiotic analysis of the “language game” has made it possible to more clearly reveal the semiotic nature of media discourse and its manipulative potential.

In the fourth stage, the research was systematically transferred to the cognitive level and the mechanism of the impact of “language game” on human mental structures in media discourse performance was comprehensively substantiated. It has been determined that the effect of the “language game” is not limited to altering the linguistic structure; rather, it interacts with the audience’s existing conceptual maps, frames, and mental models, leading to their reorganization. The semantic shifts and graphic-visual codings created in media discourse activate different modules of the cognitive system in parallel and shape the process of perception in a selective direction.

The research has substantiated that the synchronous activity of verbal and visual elements within the same discourse can be explained on the basis of the principle of modularity. That is, information is processed not only sequentially, but also in parallel: the lexical-semantic module, the visual-perceptual module, and the emotional-associative module are activated simultaneously. This parallelism directs the audience's attention in a specific direction,

causes the activation of certain frames, and limits the possibilities of alternative interpretation. As a result, the process of perception is structured through subconscious mechanisms, and the painting “the right world” is formed within a certain discursive framework. The study has shown that the phenomenon of manipulation takes place not only at the textual level, but also at the conceptual level. Implicit layers of meaning created through “language game” can reinforce existing stereotypes or create new associative connections. This process is closely related to cognitive automation and selective attention mechanisms. From this perspective, media discourse performance is not a passive depiction of reality, but a process of conceptual reconstruction and interpretative direction.

Thus, in the fourth stage, it has been proven that the “language game” acts as one of the main tools of cognitive influence in media discourse, and its manipulative potential is realized precisely through the transformation of mental structures. This conclusion confirms that discourse is not only a semiotic phenomenon, but also a cognitive-psychological one, and it scientifically substantiates the necessity of an integrative cognitive-discursive approach. The study found that media discourse performance is a complex phenomenon formed based on the interaction of cognitive and semiotic systems. Within this system, the “language game,” by actualizing the violation of language norms, creates new semantic and ideological nuances through purposeful transformation. This mechanism increases the persuasive power of discourse at both the explicit and implicit levels.

The dissertation proposes a conceptual model that integrates the textual, contextual, and cognitive levels of discourse. This model shows that the encoding-decoding process is not only linear, but also parallel and interactive. According to the model, the relationship between the addresser-manipulator, the media code, and the audience is reciprocal and dynamic in nature, while the process of interpretation is carried out on the basis of pre-existing mental structures.

The results of the study show that “language game” in media discourse is one of the main mechanisms that activates manipulative, ideological, and interpretive potential. The identification of its functional typology makes it possible to explain the mechanism of discursive influence, deepen the semantic-structural analysis of media texts, and uncover ideological codes.

The scientific novelty of the research conducted is manifested in the following areas:

- The linguosemiotic and cognitive mechanisms of “language game” in media discourse performance have been systematized for the first time on the basis of an integrative model.
- The manipulative potential of the “language game” is justified in the context of the transformation of conceptual structures.
- An analytical model has been proposed that integrates the textual, contextual, and mental levels of discourse.
- The functional mechanism of the stability-dynamics antinomy in media discourse has been identified.

The theoretical significance of the study is reflected in the creation of a methodological basis for research in the areas of discourseology, pragmatics, and cognitive linguistics. Its practical significance lies in the analysis of media texts, the identification of manipulative strategies, and the uncovering of the mechanisms of audience orientation.

Thus, the dissertation substantiates the phenomenon of “language game” in media discourse performance not only as a stylistic device, but also as a mechanism of socio-ideological and cognitive transformation. The conducted research presents a new integrative approach model for discourse analysis and establishes a conceptual framework for the multilevel interpretation of media texts. The results obtained open broad prospects for future research and create new scholarly opportunities for a deeper study of the discursive functioning mechanism of the “language game.”

The main provisions of the dissertation have been reflected in the following works published by the author:

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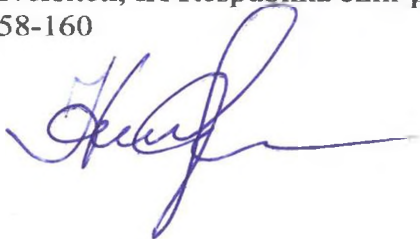
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The defense will be held on 23 June in 2026 at 11:00 at the meeting of the One-time Dissertation Council BED 1.06 established on the basis Dissertation council FD 1.06 of Supreme Attestation Commission under the President of the Republic of Azerbaijan operating at Institute of Linguistics named after Nasimi of the Azerbaijan National Academy of Sciences.

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Dissertation is accessible at the Library of Azerbaijan National Academy of Sciences, The Institute of Linguistics named after Nasimi.

Electronic versions of dissertation and its abstract are available on the official website of the Institute of Linguistics named after Nasimi, Azerbaijan National Academy of Sciences.

Abstract was sent to the required addresses on 20 May in 2026.

Signed for print: 14.05.2026

Paper format: 60x84 1/16

Volume: 86 431

Number of hard copies: 20