

## LANGUAGE AS A TOOL OF INFLUENCE ON THE BEHAVIOR OF MASSES

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**Abstract.** This article examines rhetorical techniques that are used in oratory from the standpoint of anthropocentric research. The description of the main methods of mass manipulation, the technique of their application in oratory is given. The material base of the study is the speeches of the most influential political figures.

**Key words:** Oratory speech, individual, pledge, mental connection.

By investigating the essence of such contemporary sciences as cognitive linguistics we are always concerned about the emergence of language and its ability to create incredible things. There are so many unexplainable phenomena that occur with the help of language [1]. That makes language turn into a vicious circle. The original question that scientists try to answer, is why human beings possess the capability to perceive sounds, words and phrases and to store them in their brain. These unaccountable questions are bothering almost every linguist. We don't know why among all the living substances we are the only one who are able to undergo language acquisition by perceiving our native language. Why can animals only produce sounds. Indeed, there is a list of features, that mark our decency and sanity. It lead us to evolve and gain supremacy among the others , who has settled our planet. But a further question that I'm concerned on as a person who studies cognitive linguistics in frame of philology is how it became possible to steer people's mind by using the language [1, p. 68]. Throughout the history mankind witnessed how the earth changed after breakdowns that happened when powerful leaders gained authority. It made people think in another way and appreciate only the leader's attitude. Often they had to abandon common life and family values in order to just become a part of a crowd, a crowd that could only succeed with the help of their leader. Leaders could successfully subdue people without violence by only using the language. This phenomenon is explained in their extraordinary oratory speech. With the help of speeches they convinced people in changing their life styles in order to contribute to the development of a risen state.

Oratory speech has always been considered as a prodigy, because only a few people could make their language more colorful. The origin of rhetorics dates back to ancient times .In the Roman Empire there were several classes of society. There was no equality and actually there was no justice. The emperor's environment consisted of rich people. Their richness allowed them to do everything what they

wanted to do. And unfortunately there was a class of slaves that ranked beneath the standard level [2, p. 79]. The higher class was empowered on the life of slaves, they could punish them, sell them to others and even kill them. They were mocked without any reasons. Accept the mentioned classes there has also been another sector of society that consisted of whether rich nor people, those making them deposit to the middle sector. It believed in the power of the emperor and has built a crowd. As an early stage of hegemony, the powerfulness of the Roman empire was accelerating throughout the centuries. The Roman Empire conquered the entire world and became the strongest civilization by expanding their borders [3 p. 128]. With the help of language they could create a powerful squad that fought for the future of this huge empire by defending their borders. People believed in their supremacy because they have already been convinced by hearing the rhetoric speeches of dominant orators. Oratory speech helped leaders build armies. People made it inadvertently because they didn't even realize that they had become victims of subordination. It helped leaders to gain power in the middle ages. Oratory speech caused victims, it made people suffer and destroyed families. But sometimes it was beneficial for the popularity because people instead of splitting in groups reunited and fought together. Historians can name a list of orators, but I have my own list of those, whom I consider to be the most magnificent [4, p. 37]. Among them I point out Martin Luther King, who sacrificed his life for the fortune of thousands of representatives of the Black nation. He was always adored and idolized not only by Black people but by the entire American, European and even worldwide community. The rights of Afro-Americans have always been violated. Blacks were associated with slaves even after cancelling slavery in the USA. The European race supposed that are part of the elite and took into account that Afro-Americans should serve for them. Black people have been humiliated all the time which often lead to suicide [5, p. 64]. By the second half of the 20<sup>th</sup> century this problem acquired a sharp shape. In the state of Alabama Blacks were even associated with dogs. It was prohibited for them to enter public transport and supermarkets. Martin Luther King tried to involve himself in solving the problem by giving his fist speeches. He encouraged Black people to merge into one. He became an orator thanks to his persuasive tools of explaining to the audience that Black aren't less smart, that they aren't less strong and that they should pave their way in order to reach equality [6, p. 91]. To understand why he succeeded with the help of his speeches I've decided to analyze one his speeches by clearing, what language tools did he use while speaking in front of an audience. It is the famous speech "I have a dream" that was held five years before his assassination. I can point out several features that made his speech more expressive" [6, p. 91]:

1. Martin Luther King always uses the pronoun «we» instead of concretizing his thoughts. He invented this method in order to not make people think that it was his personal idea. He ensured everyone that it's the idea of a nation that pursues to create a rebellion that can lead to an outcome. People were astonished by his speech because King has shaped himself as a confident leader [7, p. 4]. The word „we” made every individual believe that he isn't a lone wolf anymore and that together it's possible to rise up against the government. If things are fulfilled together,

individuals do not frighten anymore, they know that their supporters can come and rescue them if they are in danger at any time and any place. Together they build a mass that would keep fighting whatever it takes them and in the end will still keep walking [7, p. 23]. People were convinced by the fact that they will remain victorious despite any circumstances.

2. King uses contradistinctions as an encouraging tool. He mentions that *de jure* Afro-Americans aren't captured anymore, those making them free according to the law [7, p. 45]. But in comparison, he states, that indeed, Blacks are still victims, *de facto* makes people at first think of a possible absence of the problem. But after the denial of absence, a double conviction occurs. People become more aroused and so they are more concerned on the problem. Actually the lives of Afro-Americans were neglected all the time. And King always delivered the truth. He became a trustworthy leader because everyone became inspired by his enumerative statements.

3. The third feature is hidden in his values that he portrays throughout his speech. It makes his speech turn into a religious pledge. Sometimes Martin Luther King is associated with Jesus Christ. In comparison to other influential orators he is regarded to be the only one who never used manipulative tools [7, p. 39]. His purpose was not to gain success and profit with the help of the crowd, but to bring happiness into people's life. He didn't pay a big role to his own fortune. His happiness was based on the future of his nation. He wanted his nation to be represented from another point of view. It means not from the perspective of America's estate, but as part of America's popularity. King's speech is „sacred” because he uses religious aphorisms. King implied that only with the help of God, Afro-Americans would be fulfilling their dreams. He supposes as every human being can be seen as «God's child» [7, p. 72]. He's sure that God will always come for help if someone is in trouble and through the religious metaphors he tries to deliver that message to the audience in order to rely on hope. The hope in God is regarded by King as confidence, because it can be gained through constant prayers. A human being becomes stronger by praying infinitely and never stopping believe in God despite any grieves. King uses the following metaphor «Thanks God Almighty» to ensure everyone that the fortune of Afro-Americans is in God's hand and that he is capable to do prodigy. And only with the help of believing in prodigy Negroes will move forward.

4. During King's speech it is traced that the present tense appears in almost every sentence. It defines that King never looks ahead [7, p. 56]. If something should change immediately it should happen now and there is no need for wasting time. With his word «now» he assumes that the appropriate moment has come and that maybe there won't be another shot to do it. He mentioned that Afro-Americans should stop suffer from the yoke of its oppressors. The time has come to resist. King urges everyone to join in a battle, although he had never been an upholder of cruelty and blood. He didn't imply that the battle should end up with a massacre. [7, p. 94]. He intended to run a hard battle using all the strength that a Black human possesses.

5. King's speech is significant for using anaphors. It makes it into a poem that sounds very attractive. King's speech is constructed structurally with the remaining of an order. If comparing his speech with other orators we cannot abandon the fact that meanwhile the others have created their speeches as common texts following a standard manual, King invents his own structure of completing his text. It was usual that orators relied on texts written in publicity or scientific style [7, p.63]. King preferred another way to fill in his speech. He decides to write his speech in an artistic style like writers and poets do. It makes his text mentally more accessible because everyone becomes inspired. It gains interest by the listener, it's fascinating to perceive a retold story that is attributed to the entire audience instead of just listening to a scientific text. Because it's the story of every Negro whose rights shouldn't ever be neglected anymore. King uses at least 3 anaphors that makes his text more attractive with the first being the self -mentioned title [7, p. 89]. He applies it 8 times. "I have a dream..." is used to describe various situations and contexts. The first usage of this expression is devoted to his hope that one day his nation will finally rise up. In the second case it used to mention that the sons of former slaves will live in freedom. Then he draws a picture of the state of Mississippi, stating that it's a state of violence and oppression and this state should become an oasis of freedom and justice. Afterwards he dwells on his private life by saying that he wishes his four children would hardly ever be judged by their skin in the future and that it is more convenient to judge people by their character instead. Then he just implores God that the dream of his nation should be fulfilled immediately using his random phrase "I have a dream today". After that he says that he wants Alabama to cease their severe racist policy so that black boys and girls would be able to shake hands. Then he once again repeats his immediate intention to change Black's America. As the eight usage of his famous metaphor he implies on equality by assuming that the surface of earth should become plain. It means that it's unfair that some «elite» are positioning them as a power that has climbed a mountain and that Blacks are located at rock bottom. Another random anaphor that was used by King in his text is "let freedom". It is also applied 8 times [7, p. 34]. During the first usage of this magic metaphor he has consecrated the significance of the mighty state of New Hampshire by stating that freedom should ring to its prodigious hilltops. In the second usage he assumes that freedom should prevail in the Alleghenies of Pennsylvania. The six left expressions are devoted to freedom in Colorado, California, Georgia, Tennessee, the molehill of Mississippi and New York. He means that wants freedom and equality should come in every house across America. The third metaphor is "with this faith". It is used 3 times in order to detect the secret of gaining success. He mentions that only with the help of distinct faith human beings can reach confidence. In King's first case of usage he implies that Blacks will finally taste the sense of freedom by reaching the mountain's top. After that he says that a beautiful symphony of their brotherhood will occur. In third case he mentions that by using faith Blacks will work, pray and struggle together to make their joint dream come true. By analyzing Martin Luther's speech I've recognized his mental richness [6, p. 255]. I consider him to be the greatest orator of all times. I also think

that he deserves more than just to be paid tribute. He should be without any doubt admitted as the primary orator with the most powerful and effective language. Meanwhile dictators tried to manipulate the crowd in order to send them to war, King just wanted to release his nation from oppression. And if we compare it with several dictators we can observe that many attempts to build a great state with the help of a powerful army have ended up with failure. In comparison to the Afro-American battle it's obvious that it became outstanding and led to an essential outcome. By the 21<sup>st</sup> century there are still problems devoted to Blacks. But it changed its shape, the problem caused less suffering and suppression. Starting with the 1970-s the violence of Blacks started to erase time by time [2, p. 67]. In the 80-s freedom has finally emerged. Nowadays Black and White are equal. Afro-Americans visit the same school as Whites, they eat the same food, they work in same professions and even affixed percentage of America's government should consist of representatives of Black race. That is why I think that King's speeches should be regarded as the most facilitating in mankind's history.

After receiving a reliable picture of what does it take to become an influential orator by analyzing speeches it should be cleared what tools should be used in order to manipulate a crowd, whether it would be for self-beneficial purposes or an intention to help people. There are 3 main methods to reach crowd manipulation. At first comes submergence [2, p. 58]. It is aided by sentiments of invincible power. The orator is sinking into the mental world of his listener. He tries to explore his features. He tries to detect his weak sites. It's common that only unstable people surrender manipulation. These are people who aren't confident in themselves. They always try to find ways how to enhance their abilities, how to become better and worthy. And then they find a leader who promises to solve their problems. It's usual that reality overcomes great expectations but they never expect their future to be shattered unless there is a great leader.

The second tool is named as contagion and entails that manipulation can turn into an illness that a human being can contract. An individual readily sacrifices his personal interest to the collective interest [6, p. 341]. The faith in the almightiness of the leader can shape itself as a remedy, that a person takes in order to stay in good mood. It then can become a drug. Every time a listener is entering the leader's audience he becomes more motivated, because he is hearing new promises and convictions. The perceiving of new information occurs inadvertently because the listener catches almost everything despite the importance of the delivered statements.

The third tool of crowd manipulation is called «suggestibility». It results in a hypnotic state. The orator is intended to inculcate incredible minds to his listener. He often uses negotiations by explaining bad repercussions that can occur, when someone refuses to do something. Sometimes he reproaches people stating that it's the fault of individuals who refuse to join a common ideology and it's their fault. Afterwards people are analyzing their mistakes, because they have been convinced in their wrongness and suddenly they change their opinion [2, p. 11]. They are starting to blame themselves and undergo transformation. They start to cheer and support their leader. They put values into background, they stop listen to

family members, friends, they only accept the opinion of their leader. With the help of that, an orator starts to steer a crowd. An oratory speech involves 7 discourse levels. They describe the status and stage that an orator has reached in his speech. The first discourse level is amplification. It involves repeating a word or expression in order to add more detail and make your mind augmented [3, p. 169]. The second discourse level is implied to be pleonasm. It is characterized by using more words than usual to fill in a complementary thought. The third level is supposed to be antanagoge. It is used to deposit an advantage or benefit next to a fault criticism or concerning in order to reduce the influence of the negative aspect. Apophasis comes next. It's described as the way of mentioning a subject by denying that it should be brought up. The fifth discourse level is named as "aporia". It implies a reflection based on the expression of doubt. The next level is diasyrmus [2, p. 182]. It's the denial of an argument using a ridiculous comparison. And the final discourse level is metanoia. It estimates an argument by recalling it partially or fully, afterwards retelling it in a more convenient and outstanding way.

In conclusion it should be stressed that oratory speech always comes out to be a charming masterpiece. It becomes a central sphere of cognitive linguistics. It is relied on the question how our brain undergoes manipulation. Rhetoric speeches often effect the behavior of people because of the strength effort of orators [5, p. 73]. Meanwhile orators conquer unconquerable opponents with the help of the crowd, supporters become victims of hypnotic inculcation. But there are situations in which both the leader and supporter can benefit. Oratory speech can be viewed from the perspective of a prodigious magic. It entails unbelievable phenomena. This makes cognitive linguistics deepen into a wider field of investigation by trying to explain how and of what our world is built of.

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**ТЫҢДАУШЫ ҚАУЫМДЫ ӨЗІНЕ ҚАРАТУ МАҚСАТЫНДА  
ҚОЛДАНЫЛАТЫН ШЕШЕНДІК ӨНЕР**

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**Андатпа.** Бұл мақалада шешендік өнерде антропоцентристік зерттеу тұрғысынан қолданылатын риторикалық әдістер қарастырылады. Жаппай айла-шарғы жасаудың негізгі әдістеріне сипаттама, оларды ораторлық сөйлеуде қолдану техникасы келтірілген. Зерттеудің материалдық базасы – ең ықпалды саяси қайраткерлердің сөйлеген сөздері.

**Тірек сөздер:** шешендік сөз, жеке тұлға, зерт, психикалық байланыс.

## **ЯЗЫК КАК ИНСТРУМЕНТ ВЛИЯНИЯ НА ПОВЕДЕНИЕ МАСС**

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**Аннотация.** В данной статье рассматриваются риторические приёмы, которые применяются в ораторских текстах с позиции антропоцентрических исследований. Дается описание основных методов массовой манипуляции, техника их применения при ораторской речи. Материальной базой исследования являются речи наиболее влиятельных политических деятелей.

**Ключевые слова:** ораторская речь, индивид, зарок, ментальная связь.

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