

**A LINGUO-PRAGMATIC ANALYSIS OF THE IDEOLOGICAL AND PERSUASIVE FUNCTIONS OF EVALUATIVE VOCABULARY IN ARABIC POLITICAL DISCOURSE****Gulnora S. Mutalova***Associate Professor, PhD in Philology**Department of Arabic Studies**Tashkent State University of Oriental Studies*gmoutalova@gmail.com*Tashkent, Uzbekistan***Nargiza K. Usmanova***1 year student of Master degree faculty**Department of Arabic Studies**Tashkent State University of Oriental Studies*nargizausmanovs@gmail.com*Tashkent, Uzbekistan***ABOUT ARTICLE**

Key words: evaluative vocabulary, political discourse, Arabic language, linguo-pragmatics, ideology, persuasion, discourse analysis.

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Abstract: This article is devoted to the linguo-pragmatic analysis of the ideological and persuasive functions of evaluative vocabulary in modern Arabic political discourse. The study examines the role of positive and negative evaluative units in political speeches and texts in shaping public opinion, legitimizing political positions, constructing the “us – them” opposition, and discrediting opponents. It also demonstrates that the persuasive potential of evaluative vocabulary significantly increases when it is used in combination with rhetorical devices such as repetition, pronouns, metaphor, and intertextual elements. The research is based on a linguo-pragmatic approach and was carried out using descriptive, discourse-analytical, and componential methods of analysis.

АРАБ СИЁСИЙ ДИСКУРСИДА БАҲОЛОВЧИ ЛЕКСИКАНИНГ ИДЕОЛОГИК ВА ПЕРСУАЗИВ ФУНКЦИЯЛАРИНИНГ ЛИНГВОПРАГМАТИК ТАҲЛИЛИ**Гулнора С. Муталова***Доцент, филология фанлари бўйича фалсафа доктори (PhD)**Арабишунослик олий мактаби*

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МАҚОЛА ҲАҚИДА

Калит сўзлар: баҳоловчи лексика, сиёсий дискурс, араб тили, лингвопрагматика, идеология, персуазивлик, дискурс таҳлил.

Аннотация: Ушбу мақола замонавий араб сиёсий дискурсида баҳоловчи лексиканинг идеологик ва персуазив функциялари лингвопрагматик нуқтаи назардан таҳлил қилишга қаратилган. Тадқиқот сиёсий нутқ ва матнларда учрайдиган ижобий ҳамда салбий баҳоловчи бирликларнинг жамоатчилик фикрини шакллантириш, сиёсий позицияларни легитимлаштириш, «биз – улар» оппозициясини шакллантириш ҳамда рақибларни дискредитация қилишдаги ролини ўрганади. Шунингдек, баҳоловчи лексиканинг такрор, олмошлар, метафора ва интертекстуал бирликлар каби риторик воситалар билан уйғун ҳолда қўлланилганда унинг персуазив салоҳияти сезиларли даражада ортиши кўрсатиб берилди. Тадқиқот лингвопрагматик ёндашувга асосланиб, тавсифий, дискурсив ва компонент таҳлил методлари асосида амалга оширилди.

ЛИНГВОПРАГМАТИЧЕСКИЙ АНАЛИЗ ИДЕОЛОГИЧЕСКИХ И ПЕРСУАЗИВНЫХ ФУНКЦИЙ ОЦЕНОЧНОЙ ЛЕКСИКИ В АРАБСКОМ ПОЛИТИЧЕСКОМ ДИСКУРСЕ

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О СТАТЬЕ

Ключевые слова: Социальная лексика, политический дискурс, арабский язык, лингвопрагматика, идеология, персуазивность, дискурс-анализ.

Аннотация: Данная статья посвящена лингвопрагматическому анализу идеологических и персуазивных функций оценочной лексики в современном арабском политическом дискурсе. В исследовании рассматривается роль положительных и отрицательных оценочных единиц в политических речах и текстах в формировании общественного мнения, легитимизации политических позиций, конструировании оппозиции «мы – они» и дискредитации оппонентов. Также показано, что персуазивный потенциал оценочной лексики значительно усиливается при её использовании в сочетании с такими риторическими средствами, как повтор, местоимения, метафора и интертекстуальные элементы. Исследование основано на лингвопрагматическом подходе и проведено с использованием описательного, дискурсивного и компонентного методов анализа.

Introduction. In modern linguistics, the study of political discourse occupies a central place in analyzing the interaction between language, society, and power. Political discourse is directly connected with social, political, and ideological processes in society; it serves not only as a means of transmitting information, but also as a mechanism for shaping public opinion, promoting certain ideas, and reinforcing power relations. From this perspective, the analysis of political discourse is considered one of the most relevant and significant areas of contemporary linguistic research (Van Dijk, 1998).

One of the key features of political discourse is its persuasive orientation. Through linguistic means, reality is interpreted in a particular way, guiding the audience toward adopting a specific viewpoint. In this process, evaluative vocabulary plays a central role, as it contributes to the formation of positive or negative attitudes toward events and phenomena. Through evaluative lexical units, political actors and their activities are assessed, social reality is reinterpreted, and specific ideological meanings are conveyed to the audience (Van Dijk, 1998).

Various theoretical approaches have been developed in modern linguistics for the analysis of political discourse. In particular, within the framework of Critical Discourse Analysis, special attention is paid to the social and ideological nature of language. Teun A. van Dijk views political discourse as a system that reflects ideological relations between social groups, emphasizing the

significance of the “us–them” dichotomy. Norman Fairclough, in turn, highlights that language serves as a means of expressing and reproducing social power relations. These theoretical perspectives provide a solid foundation for examining the pragmatic and ideological functions of linguistic units used in political discourse (Fairclough, 1995).

Arabic political discourse is characterized by its rhetorical richness, expressiveness, and strong cultural and religious connotations. In this type of discourse, linguistic means – especially evaluative vocabulary – are widely used to represent political reality from a particular perspective. Evaluative units help construct positive or negative images of political actors, intensify group oppositions, and influence public opinion.

The linguo-pragmatic approach plays a crucial role in the study of evaluative vocabulary. This approach allows for the analysis of linguistic units not only in terms of their semantic meaning, but also their communicative function, intention, and impact on the audience. In particular, within the framework of Appraisal Theory, evaluative language is classified into categories such as Affect, Judgment, and Appreciation, which helps to identify its emotional and communicative features (Martin & White, 2005).

Moreover, evaluative vocabulary in political discourse is often used in combination with other rhetorical devices such as repetition, pronouns, metaphors, and intertextual elements, which enhances its persuasive potential. This integration significantly strengthens the impact of political speech and increases its effectiveness in influencing the audience (Wodak & Meyer, 2009).

The relevance of this study lies in the necessity of a systematic linguo-pragmatic investigation of the ideological and persuasive functions of evaluative vocabulary in modern Arabic political discourse. The aim of the research is to identify the role of evaluative vocabulary in Arabic political discourse, to analyze its ideological and persuasive features, and to reveal the mechanisms of its influence on the audience. The study employs descriptive, discourse, and component analysis methods, which allow for a comprehensive examination of the semantic and pragmatic characteristics of evaluative vocabulary.

Literature Review and Methodology. The study of political discourse has become one of the key areas in modern linguistics, focusing on the relationship between language, ideology, and social power. In particular, the ideological nature of political discourse and its role in shaping public opinion have been widely discussed in contemporary research (Van Dijk, 2008; Fairclough, 1995).

Teun A. van Dijk considers political discourse as a communicative system that reflects ideological relations between social groups, emphasizing the importance of the “us–them” opposition in constructing positive and negative evaluations (Van Dijk, 1998). Similarly, Norman Fairclough, within the framework of Critical Discourse Analysis, highlights the role of language

as a form of social practice through which ideological meanings are expressed and power relations are reproduced (Fairclough, 1995). The analysis of evaluative vocabulary is grounded in Appraisal Theory developed by J. Martin and P. White, which classifies evaluative language into categories such as Affect, Judgment, and Appreciation (Martin & White, 2005). This framework provides an effective tool for identifying the emotional and ideological dimensions of evaluative expressions in political discourse.

Despite the growing number of studies on Arabic political discourse, the linguo-pragmatic analysis of evaluative vocabulary, particularly its ideological and persuasive functions, remains insufficiently explored, which determines the relevance of the present study. The research is based on a linguo-pragmatic approach, which allows for the analysis of linguistic units in terms of their communicative function and impact on the audience (Levinson, 1983). The study employs descriptive, discourse, and component analysis methods, as well as contextual analysis, to examine the semantic and pragmatic features of evaluative vocabulary.

The research material consists of modern Arabic political discourse texts, including political speeches, official statements, and media sources, which provide a basis for identifying the ideological and persuasive potential of evaluative vocabulary.

Results and Discussion. The results of the study demonstrate that in modern Arabic political discourse, evaluative vocabulary primarily performs two key functions—ideological and persuasive (Van Dijk, 2006). From a linguo-pragmatic perspective, these functions reveal that evaluative units serve not only as means of conveying meaning but also as mechanisms of influence that shape social reality, affect the audience's consciousness, and function as communicative tools directed toward specific goals. These two functions of evaluative vocabulary operate in close interconnection within political discourse. In particular, the ideological function allows reality to be represented from a certain ideological perspective, while the persuasive function ensures that this perspective is accepted and reinforced by the audience (Fairclough, 2003). In this regard, evaluative vocabulary serves not only to describe events but also to evaluate and reinterpret them within political communication.

From a linguo-pragmatic standpoint, the use of evaluative units is closely linked to the communicative intention of the speaker, the characteristics of the audience, and the broader context. Through these units, the speaker constructs specific cognitive models and evaluative frameworks in the audience's mind, thereby influencing the process of perceiving reality. This highlights the discursive nature of evaluative vocabulary and its strong persuasive potential.

Furthermore, the findings indicate that evaluative vocabulary in political discourse has a strategic character. That is, it is not used randomly but is deliberately selected and employed to achieve specific communicative purposes (Wodak & Meyer, 2009). Through linguistic means,

certain aspects of reality are foregrounded, while others are backgrounded, resulting in a selective representation of reality.

As a result, evaluative vocabulary functions as a complex communicative instrument in Arabic political discourse, simultaneously performing semantic, ideological, and persuasive roles. This once again confirms its central and decisive position within political speech.

1. The Ideological Function of Evaluative Vocabulary

In Arabic political discourse, evaluative vocabulary primarily performs an ideological function. This function manifests itself through the reconstruction of political reality from a particular ideological perspective, the modeling of relationships between social groups, and the formation of stable ideological views in the audience's consciousness. In this regard, evaluative vocabulary does not serve as a neutral means of representing reality; rather, it functions as a discursive mechanism that reinterprets reality and directs meaning in accordance with specific communicative intentions.

The analysis shows that the ideological function of evaluative vocabulary is primarily realized through the "us-them" dichotomy. This dichotomy constitutes the cognitive and pragmatic foundation of political discourse, through which positive and negative evaluation strategies are systematically employed. For instance, in the speech of the Emir of Qatar, Sheikh Tamim bin Hamad Al Thani, delivered at the United Nations General Assembly, the following statement is presented:

“نسعى إلى تحقيق الاستقرار وتعزيز التنمية المستدامة لشعوبنا“

(UN General Assembly Speech, Qatar, 2022)

In this example, the verb “نسعى” reflects the active stance of the speaker, while evaluative units such as “الاستقرار” (stability) and “التنمية المستدامة” (sustainable development) present the “us” group as a positive political force ensuring stability and progress. From a linguo-pragmatic perspective, the speaker seeks to construct a positive cognitive schema in the audience's mind – namely, “us = stability and development.”

At the same time, negative evaluative vocabulary is used to discredit opposing groups. For example, in the speeches of Egyptian President Abdel Fattah el-Sisi, expressions such as the following are frequently used:

“مواجهة الارهاب والفكر المتطرف ضرورة لحماية أمن الدولة“

(Speech by Abdel Fattah el-Sisi, 2019)

Here, lexical units such as “الإرهاب” (terrorism) and “الفكر المتطرف” (extremist ideology) portray the “them” group as dangerous and destructive. The word “ضرورة” (necessity) assigns a normative and obligatory character to this evaluation, guiding the audience toward uncritical

acceptance of this position. In this context, evaluative vocabulary functions not merely as a descriptive tool but as a means of ideological legitimation.

Another important aspect of the ideological function is the selective representation of reality. Political events are reinterpreted through different evaluative units and presented to the audience from a specific perspective. For instance, in official statements related to Saudi Arabia's Vision 2030 program, the following expression is widely used:

”الإصلاحات الاقتصادية تمثل خطوة مهمة نحن مستقبل مزدهرة“

(Saudi Vision 2030 official discourse)

In this example, evaluative expressions such as “خطوة مهمة” (an important step) and “مستقبل مزدهر” (a prosperous future) present economic policy as positive and forward-looking. However, in oppositional media discourse, the same reality may be framed differently:

” هذه السياسات قد تؤدي إلى تفاقم الأزمات الاجتماعية“

(Arab independent media)

Here, the phrase “تفاقم الأزمات” (worsening of crises) reinterprets the same phenomenon in a negative light. This demonstrates that reality in political discourse is not objective but is constructed discursively.

From a linguo-pragmatic perspective, this process involves the use of specific communicative strategies by the speaker: certain aspects of reality are foregrounded, while others are backgrounded. As a result, a selective perception is formed in the audience, reinforcing a particular ideological position.

Moreover, the ideological function of evaluative vocabulary is further strengthened when it is associated with national and religious values. For example:

”الدفاع عن كرامة الوطن مسؤولية وطنية مقدسة“

In this case, lexical units such as “كرامة” (dignity), “وطنية” (national), and “مقدسة” (sacred) present a political position not only as positive but also as sacred and indisputable. This generates a strong emotional and ideological impact on the audience, reducing the likelihood of critical reflection.

Thus, the findings demonstrate that the ideological function of evaluative vocabulary in Arabic political discourse is complex in nature. It operates through the reconstruction of reality, the reinforcement of group opposition, the legitimation of ideological positions, and the formation of stable cognitive models in the audience. This confirms the central and decisive role of evaluative vocabulary in political communication.

2. The Persuasive Function of Evaluative Vocabulary

Another important aspect of evaluative vocabulary is its persuasive function. This function manifests itself in political discourse through influencing the audience, encouraging them to adopt

a particular position, and eliciting emotional and cognitive responses. Through evaluative vocabulary, the speaker not only presents their position but also seeks to ensure its acceptance by the audience. In this sense, evaluative units function as one of the key instruments of influence in political communication.

The analysis demonstrates that evaluative vocabulary is often used in combination with other rhetorical and discursive devices, which significantly enhances its persuasive potential. In particular, the strategy of repetition plays a crucial role: the repeated use of the same evaluative units reinforces specific ideas in the audience's consciousness. For example, the following construction is frequently observed in Arabic political speeches:

”الاستقرار أولاً، الاستقرار هو هدفنا، ومن دون الاستقرار لا يمكن تحقيق التنمية“

(Arab political speeches corpus)

Here, the repetition of the lexical unit “الاستقرار” (stability) emphasizes its central importance and establishes it as a dominant concept in the discourse. From a linguo-pragmatic perspective, repetition functions as a cognitive activation mechanism that strengthens the salience of a particular evaluative concept.

In addition, pronouns – especially “نحن” (we) and “هم” (they) – serve as powerful tools in enhancing persuasive impact. For instance:

”نحن ندافع عن أمن الوطن، وهم يسعون إلى نشر الفوضى“

(Al Arabiya, political discourse)

In this example, the opposition between “we” and “they” clearly divides the audience into two groups, presenting “we” as positive and “they” as negative. This dichotomy emotionally aligns the audience with a particular side, thereby strengthening persuasive influence.

Metaphors also play a significant role in reinforcing the persuasive function of evaluative vocabulary. In Arabic political discourse, political processes are frequently conceptualized through metaphorical expressions. For example:

”معركة ضد الارهاب نحن في“

(Speeches by Arab political leaders)

Here, the metaphor “معركة” (battle) frames the political situation as a struggle, evoking a sense of urgency, danger, and collective responsibility. This enhances both the emotional and cognitive engagement of the audience, thereby increasing the persuasive effect.

Another commonly used metaphor is the “path” metaphor:

”تسير في طريق الإصلاح والتنمية“

(Saudi official discourse)

In this case, the word “طريق” (path) represents political processes as purposeful and progressive, fostering a sense of direction, stability, and confidence among the audience.

Intertextuality also plays a crucial role in strengthening persuasive impact. References to religious and historical texts enhance the credibility and authority of political speech. For example, quotations from the Qur'an are frequently used:

“ واعتصموا ببجيل الله جميعاً ولا تفرقوا ”

(Qur'an, Aal-Imran: 103)

In this case, the appeal to a sacred source reinforces the message of unity and solidarity. Evaluative vocabulary, when combined with religious context, acquires a sacred dimension and is therefore more readily accepted by the audience, significantly increasing its persuasive power.

From a linguo-pragmatic perspective, the persuasive function is closely linked to the speaker's strategic communicative intentions and is realized through multiple mechanisms of influence. Evaluative vocabulary operates in conjunction with emotional appeal (pathos), credibility (ethos), and logical reasoning (logos), forming a complex persuasive framework.

Thus, the findings indicate that the persuasive function of evaluative vocabulary occupies a central position in Arabic political discourse. It plays a decisive role in influencing the audience, guiding them toward accepting specific positions, and reinforcing political ideas.

Conclusion. This study is devoted to a comprehensive linguo-pragmatic analysis of the ideological and persuasive functions of evaluative vocabulary in modern Arabic political discourse. The findings demonstrate that evaluative vocabulary functions not only as a semantic unit conveying meaning in political speech but also as a powerful discursive mechanism possessing significant communicative, ideological, and persuasive potential.

According to the results of the study, the ideological function of evaluative vocabulary is realized through the reconstruction of political reality from a particular ideological perspective, the formation of the “us – them” dichotomy, and the reinforcement of opposition between social groups. Through positive and negative evaluative units, political actors are either legitimized or discredited, resulting in the formation of stable ideological models in the audience's consciousness.

At the same time, the persuasive function of evaluative vocabulary manifests itself in its ability to directly influence the audience. The analysis shows that evaluative units, when combined with rhetorical devices such as repetition, pronouns, metaphor, and intertextuality, contribute to the formation of emotional and cognitive responses in the audience and guide them toward adopting specific political positions. In this process, evaluative vocabulary functions not only as a means of information transmission but also as a mechanism of persuasion and influence.

From a linguo-pragmatic perspective, evaluative vocabulary is closely connected with the communicative strategies of the speaker. Through it, reality is selectively represented, and the audience's perception is strategically influenced. Certain meanings are foregrounded, while others

are backgrounded, which clearly reflects the discursive and ideological nature of political discourse.

Thus, the findings confirm that evaluative vocabulary occupies a central position in Arabic political discourse and that its ideological and persuasive functions operate in close interaction. These results demonstrate the effectiveness of the linguo-pragmatic approach in analyzing political discourse and provide a theoretical and practical foundation for further research in this field.

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