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Annotatsiya

Mazkur to'plamda "Yangi davr ilm-fani: inson uchun innovatsion g'oya va yechimlar" mavzusidagi XII Respublika ilmiy-amaliy konferensiyasi materiallari jamlangan. Nashrda respublikaning turli oliy ta'lim muassasalari, ilmiy markazlari va amaliyotchi mutaxassislari tomonidan tayyorlangan maqolalar o'rin olgan bo'lib, ular ijtimoiy-gumanitar, tabiiy, texnik va yuridik fanlarning dolzarb muammolari va ularning innovatsion yechimlariga bag'ishlangan.

Ushbu nashr ilmiy izlanuvchilar, oliy ta'lim o'qituvchilari, doktorantlar va soha mutaxassislari uchun foydali qo'llanma bo'lib xizmat qiladi.

Kalit so'zlar: ilmiy-amaliy konferensiya, innovatsion yondashuv, zamonaviy fan, fanlararo integratsiya, ilmiy-tadqiqot, nazariya va amaliyot, ilmiy hamkorlik.

Barcha huquqlar himoyalangan.

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FEATURES OF THE REALIZATION OF THE MANIPULATIVE AND DIRECTIVE POTENTIAL OF CONCEPTUAL METAPHORS OF ARTIFICIAL INTELLIGENCE ACROSS LANGUAGES

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Annotation. This paper examines the features of the realization of the manipulative and directive potential of conceptual metaphors of artificial intelligence (AI) across different languages. The study analyzes the principal metaphorical models employed in the conceptualization of AI within English-, Russian-, and Uzbek-language discourses. Particular attention is paid to the pragmatic functions of these metaphors, their capacity to shape public opinion, influence the interpretation of technological processes, and direct recipients' behavior. The findings demonstrate that universal conceptual models acquire distinct linguistic and cultural interpretations conditioned by the national and cultural specificities of particular communicative environments.

Keywords: conceptual metaphor, artificial intelligence, manipulation, directivity, cognitive linguistics, media discourse, linguistic influence, anthropomorphization.

SUN'IY INTELLEKTNING KONSEPTUAL METAFORALARIDA MANIPULYATIV VA DIREKTIV SALOHIYATNING TURLI TILLARDA NAMOYON BO'LISH XUSUSIYATLARI

Salavatova Liliya Enverovna

Is'hoqxon Ibrat nomidagi Namangan davlat chet tillari instituti

Turizm va tarjima kafedrasida o'qituvchisi

Annotatsiya. Ushbu maqolada sun'iy intellekt (SI) konseptual metaforalarining turli tillarda manipulyativ va direktiv salohiyatining namoyon bo'lish xususiyatlari tahlil qilinadi. Tadqiqotda ingliz, rus va uzbek tillaridagi diskurslarda SI ni konseptuallashtirishda qo'llaniladigan asosiy metaforik modellar ko'rib chiqiladi. Metaforalarning pragmatik funksiyalari, jamoatchilik fikrini shakllantirish, texnologik jarayonlarning talqiniga ta'sir ko'rsatish hamda retsipientlarning xulq-atvorini yo'naltirish imkoniyatlariga alohida e'tibor qaratiladi. Tadqiqot natijalari shuni ko'rsatadiki, universal konseptual modellar muayyan kommunikativ makonlarning milliy-madaniy xususiyatlari bilan belgilanadigan turli lingvistik va madaniy talqinlarga ega bo'ladi.

Kalit so'zlar: konseptual metafora, sun'iy intellekt, manipulyatsiya, direktivlik, kognitiv lingvistik, media diskurs, lingvistik ta'sir, antropomorfizatsiya.

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Introduction

The rapid development of artificial intelligence technologies has been accompanied by the emergence of new forms of their linguistic representation. As a complex and highly abstract phenomenon, artificial intelligence is largely understood and interpreted through conceptual metaphors. According to the theory of conceptual metaphor developed by George Lakoff and Mark Johnson, metaphor should be viewed not merely as a stylistic device but as a fundamental mechanism of human cognition that enables individuals to comprehend new phenomena through previously acquired experience [1].

Within contemporary digital discourse, conceptual metaphors perform not only a cognitive but also a pragmatic function. They are capable of shaping attitudes toward technological innovations, influencing evaluations of their opportunities and risks, and encouraging recipients to adopt particular courses of action. Consequently, the study of the manipulative and directive potential of AI-related conceptual metaphors across different languages represents an important area of research.

The aim of this study is to identify the specific features of the realization of the manipulative and directive potential of conceptual metaphors of artificial intelligence in different languages. To achieve this aim, the following objectives were established: to identify the most common conceptual metaphors of AI; to determine the ways these metaphors are linguistically realized in different linguistic cultures; to analyze the mechanisms through which metaphors exert manipulative influence; to examine the realization of directive functions in media discourse [2].

The empirical material of the study consists of texts from English-, Russian-, and Uzbek media sources, popular science publications, official documents, and public statements made by representatives of technology companies.

The research employs cognitive-discursive analysis, contextual analysis, comparative analysis, and conceptual modeling methods [3].

The theoretical framework is based on the works of George Lakoff, Mark Johnson, Zoltán Kövecses, Anatoly Chudinov, and other scholars whose research focuses on conceptual metaphor and cognitive linguistics [4].

The analysis of the linguistic data revealed that the most common conceptual models of artificial intelligence include the following: Ai is human; Ai is an assistant; Ai is a partner; Ai is a brain; Ai is a tool; Ai is a threat; Ai is an engine of progress. From the perspective of cognitive linguistics, these conceptual models function as cognitive frames that structure public understanding of complex technological phenomena. By selecting particular source domains such as "human," "partner," or "threat," communicators foreground specific characteristics of AI while simultaneously backgrounding others. Consequently, metaphors influence not only linguistic expression but also patterns of reasoning and decision-making regarding artificial intelligence.

The manipulative potential of a metaphor is manifested in its ability to subtly influence the recipient's perception of a particular phenomenon and shape desired evaluations.

One of the most widespread models is the anthropomorphic metaphor AI is human. In English-language discourse, the following expressions are frequently used: ChatGPT can understand complex questions and provide intelligent answers; AI learns from experience and improves over time; Artificial intelligence understands user needs [5].

The verbs understand, learn, and improve traditionally belong to the domain of human cognitive activity. Their application to artificial intelligence creates an illusion of technological agency and contributes to the anthropomorphization of AI systems. As a result, users begin to perceive algorithms as autonomous participants in communication, which increases trust in their decisions [6]. Research in human-computer interaction demonstrates that anthropomorphic descriptions significantly affect users' perceptions of credibility, reliability, and emotional attachment to AI systems. The attribution of human-like characteristics to technology may encourage users to overestimate the capabilities of AI and underestimate its

limitations, thereby strengthening the persuasive impact of technological discourse. A similar tendency can be observed in Russian-language discourse: “The neural network understands users’ requests”; “Artificial intelligence thinks faster than humans”; “A smart algorithm analyzes the situation and makes decisions.”

Such constructions simplify the understanding of complex algorithmic processes while simultaneously concealing their technical nature. Consequently, the metaphor performs a manipulative function by creating the impression that AI possesses human-like qualities [6]. In addition, the metaphor AI is human contributes to the naturalization of technology. When algorithms are described as entities capable of thinking, learning, or understanding, technological processes become perceived as ordinary social interactions rather than computational operations. This process reduces critical reflection and facilitates broader acceptance of AI-driven solutions.

Another productive conceptual model is AI is an assistant: Your AI assistant helps you make better decisions; “A digital assistant will take over routine tasks”; “A neural network will suggest the optimal solution.”

The lexical units assistant, digital assistant, and suggest create a positive image of the technology and reduce the level of critical scrutiny regarding its implementation [7]. The metaphor AI IS AN ASSISTANT is particularly common in corporate and marketing discourse, where AI technologies are presented as supportive and user-oriented tools. Such representations emphasize convenience, efficiency, and productivity while minimizing concerns related to privacy, surveillance, algorithmic bias, or technological dependence. Therefore, this metaphor serves both persuasive and legitimizing functions in public communication.

The directive function of conceptual metaphors is realized through encouraging recipients to adopt particular actions, decisions, or behavioral patterns. In English-language discourse, the metaphor AI is a partner is particularly prominent: AI is your partner in innovation; Work together with AI to achieve better results; AI empowers businesses to grow faster [8]. Unlike the metaphor AI IS A TOOL, which emphasizes human control over technology, the metaphor AI IS A PARTNER implies collaboration and shared agency. This shift in conceptualization reflects contemporary narratives of human–AI cooperation and contributes to the normalization of AI integration across professional, educational, and social domains.

Furthermore, directive metaphors frequently appear in policy documents and strategic development programs. Expressions such as “AI drives innovation,” “AI powers economic growth,” or “AI is the engine of digital transformation” implicitly encourage governments, organizations, and individuals to support technological modernization and invest in AI-related initiatives[9].

Cross-cultural analysis demonstrates that the pragmatic effects of AI metaphors vary across linguistic communities. In English-language discourse, metaphors of partnership and empowerment dominate, reflecting values of innovation and entrepreneurship. Russian-language discourse often combines anthropomorphic metaphors with threat-related scenarios, highlighting issues of control, security, and social consequences [10]. Uzbek-language media discourse increasingly employs metaphors of development, modernization, and digital progress, portraying artificial intelligence as a strategic resource for economic growth and national competitiveness

These statements encourage recipients to cooperate with artificial intelligence and actively integrate it into professional practice. The persuasive effect is achieved indirectly, as AI is represented not merely as a tool but as an equal participant in interaction.

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