

Rasulova Muborakxon Iqboljon qizi

Kokand city. English teacher School N:1

missblessed63@gmail.com

UO’K: 81’42+32+316.77

REPETITION AS A MARKER OF EMOTIONAL APPEAL IN ENGLISH AND UZBEK POLITICAL AND MEDIA DISCOURSE

Abstract: This study investigates the role of repetition as a rhetorical and emotional strategy in English and Uzbek political and media discourse. Drawing on a comparative analysis of selected speeches, news articles, and televised debates, the paper examines how repetition functions to evoke emotional responses, reinforce ideological messages, and influence public perception. The findings suggest that while both languages employ repetition for emotional appeal, the frequency, structure, and cultural connotations of repeated elements vary significantly, reflecting distinct socio-political communicative norms.

Keywords: repetition, emotional appeal, political discourse, media discourse, English, Uzbek, rhetoric

Annotatsiya: Ushbu maqolada ingliz va o‘zbek siyosiy hamda ommaviy axborot vositalaridagi nutqlarda takrorlash hodisasining emotsional ta’sir vositasi sifatida tutgan o‘rni tahlil qilinadi. Tanlab olingan siyosiy chiqishlar, yangiliklar va teledebatlar misolida takrorlashning qanday emotsional ta’sir uyg‘otishi, mafkuraviy g‘oyalarni mustahkamlashi hamda jamoatchilik fikriga ta’sir ko‘rsatishi o‘rganiladi. Tadqiqot natijalari takrorlash har ikkala til sohasida ham keng qo‘llanilishini ko‘rsatadi, biroq ularning shakli, intensivligi va madaniy talqini keskin farqlanishi mumkin.

Kalit so‘zlar: takrorlash, emotsional ta’sir, siyosiy diskurs, media diskursi, ingliz tili, o‘zbek tili, ritorika

Аннотация: Данное исследование посвящено анализу повторов как средства эмоционального воздействия в английском и узбекском политическом и медийном дискурсе. На основе сравнительного анализа политических речей, новостных материалов и теледебатов рассматривается, каким образом повторы вызывают эмоциональный отклик, усиливают идеологические послания и влияют на общественное мнение. Результаты показывают, что хотя повторы используются в обеих языковых культурах, их структура, частотность и культурные значения существенно различаются.

Ключевые слова: повтор, эмоциональное воздействие, политический дискурс, медийный дискурс, английский язык, узбекский язык, риторика

Introduction

Language is not only a tool for communication but also a powerful medium for persuasion, especially in political and media discourse. One of the most effective rhetorical strategies employed across languages and cultures is repetition. Repetition, whether lexical, syntactic, or semantic, serves to emphasize key ideas, evoke emotional responses, and enhance the memorability of messages. Its strategic use can manipulate audience perception, construct ideological narratives, and reinforce political agendas.¹ In political speeches and media content, emotional appeal is often crucial in influencing public opinion. Repetition enhances this appeal by creating rhythm, reinforcing slogans, and simplifying complex ideas for mass consumption. For instance, repetitive catchphrases like “Yes, we can” or “Make America great again” become powerful political tools through their emotional and mnemonic impact. This study seeks to examine how repetition operates as a marker of emotional appeal in both English and Uzbek political and media discourse. While

¹ Chilton, P. (2004). *Analysing Political Discourse: Theory and Practice*. Routledge.

both languages utilize repetition for rhetorical purposes, the forms and functions of repetition may differ due to linguistic, cultural, and socio-political contexts. By comparing English and Uzbek examples, this paper aims to identify patterns, similarities, and differences in the use of repetition as an emotional strategy. This research is significant as it contributes to the understanding of cross-cultural rhetorical strategies and offers insights into how emotional manipulation through language varies across political systems and media environments.

METHODOLOGY

This study employs a qualitative comparative discourse analysis methodology, focusing on selected samples from political speeches and media texts in English and Uzbek. Extracted from political speeches (e.g., Barack Obama, Donald Trump), news outlets (e.g., CNN, BBC), and televised debates (e.g., US presidential debates from 2008–2020). Collected from official speeches by Uzbek political figures (e.g., speeches of the President of Uzbekistan), state media (e.g., UzReport, O‘zbekiston 24),² and popular televised debates or interviews. Each corpus contains approximately 15,000–20,000 words of transcribed text, ensuring a balance of political and media discourse in both languages. The study adopts Fairclough’s Critical Discourse Analysis (CDA) model to examine how power, ideology, and emotional strategies manifest through repetition.

Repetition is categorized into types:

- ✓ *Lexical Repetition (e.g., repeated words or phrases)*
- ✓ *Syntactic Repetition (e.g., parallel structures)*
- ✓ *Semantic Repetition (e.g., repeated ideas or themes)*

² Karimov, I. (2000). *High Ideals of the Nation Will Never Die*. Tashkent: Uzbekistan Publishing House.

✓ *Anaphora and Epiphora (rhetorical devices at sentence boundaries)*

Results and Discussion

The analysis of the selected English and Uzbek political and media texts revealed both shared and distinct patterns in the use of repetition as a tool for emotional appeal. In both languages, repetition frequently served to emphasize urgency, reinforce ideological values, and foster a sense of unity or threat. However, the frequency, structure, and function of repetition showed notable cross-cultural differences. In both corpora, lexical repetition (repeating the same words or phrases) was the most frequently used form of repetition. Politicians in both contexts repeatedly used emotionally charged terms such as “change,” “people,” and “security” to create resonance with audiences. For instance, in Donald Trump's 2016 campaign speeches, the phrase “*Make America Great Again*” was used with high frequency to instill a sense of nostalgia and urgency.³

Similarly, in Uzbek political discourse, President Shavkat Mirziyoyev repeatedly employed phrases such as “*xalq ishonchi*” (“people’s trust”) and “*yangi O‘zbekiston*” (“New Uzbekistan”) across various addresses, using them as emotional anchors to convey national progress and unity. This strategic repetition parallels emotional framing in English political communication, confirming its universal persuasive function.

However, syntactic repetition, such as parallel sentence structures and anaphora, was more elaborately used in English political speeches. For example, Barack Obama’s 2008 victory speech employed the anaphoric phrase “*Yes, we can*” at the start of multiple sentences to build a cumulative emotional effect and instill hope. In contrast, Uzbek speeches often relied on repetition of compound or complex sentences that reflect formal oratory traditions rooted in Central Asian rhetorical styles. These structures tend to be longer and more descriptive, aligning with cultural

³ Sodikov, S. (2019). Cultural Narratives and Political Rhetoric in Uzbekistan. *Uzbekistan Studies Journal*, 4(1), 61–78.

preferences for elaboration and respectfulness in official speech.

In media discourse, English outlets like *BBC* and *CNN* demonstrated a more balanced approach between emotional repetition and factual reporting, often using repetition for thematic cohesion rather than overt emotional appeal. For instance, news anchors might repeat phrases such as “*breaking news*” or “*our top story tonight*” to maintain attention, but avoid emotionally loaded repetition unless in commentary segments.

In contrast, Uzbek media, particularly state-affiliated outlets such as *O‘zbekiston 24* and *Milliy TV*, exhibited a higher level of emotional reinforcement through repetition, especially when covering national development or presidential reforms. Phrases like “*xalq farovonligi yo‘lida*” (“for the well-being of the people”) were frequently repeated, sometimes up to 5–6 times within a short news item. This repetition appears to reflect the media’s role in nation-building and ideological reinforcement, which remains more prominent in the Uzbek context.⁴

Conclusion

This research has demonstrated that repetition serves as a powerful rhetorical and emotional tool in both English and Uzbek political and media discourse. By analyzing speeches, news broadcasts, and written media texts, the study revealed that repetition is widely employed to emphasize ideological messages, foster emotional connections, and influence audience perception.

Despite its universal function, the form, frequency, and communicative intention of repetition vary considerably between the two languages and cultures. In English discourse, repetition is often strategically used for emphasis, polarization, and memorability, particularly in campaign rhetoric and political debates. In contrast, Uzbek discourse tends to utilize repetition as a means of expressing respect, unity, and national pride, especially in state-driven communication and formal speeches.

⁴ Ruziev, K., & Yuldashev, B. (2021). The Role of Language in Uzbek Media Discourse: A Critical Discourse Analysis Approach. *Journal of Central Asian Studies*, 8(2), 45–59.

References

1. Charteris-Black, J. (2011). *Politicians and Rhetoric: The Persuasive Power of Metaphor*. Palgrave Macmillan.
2. Fairclough, N. (1995). *Media Discourse*. Edward Arnold.
3. Lakoff, G. (2004). *Don't Think of an Elephant!* Chelsea Green Publishing.
4. Chilton, P. (2004). *Analysing Political Discourse: Theory and Practice*. Routledge.
5. Karimov, I. (2000). *High Ideals of the Nation Will Never Die*. Tashkent: Uzbekistan Publishing House.
6. Ruziev, K., & Yuldashev, B. (2021). The Role of Language in Uzbek Media Discourse: A Critical Discourse Analysis Approach. *Journal of Central Asian Studies*, 8(2), 45–59.
7. Tadjibayeva, Z. (2022). "Ritorik takrorlashlar va ularning o'zbek siyosiy nutqidagi o'rni", *Filologiya Masalalari*, 2(14), 115–120.
8. www.wikipedia.uz