Language Use for People Management and Social Control; Synchronic and Diachronic Analysis

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Abstract

Human language has played a significant role in social organisation ever since the dawn of humanity. The emergence of rhetoric as an art of eloquence in Ancient Greece and Rome, as well as its continued evolution into what is now known as persuasion theory in multicultural communities, aided our knowledge of the language as a weapon for regulating and shaping public opinion. Based primarily on these language functions, the policy of soft power acquires particular relevance in the information wars of today. Word is currently one of the most effective forms of defence as well as a significant tool in information battles. There are a variety of studies on the use of language as a management tool. Following the evolution of scientific thought on the topics being researched and figuring out which sciences are now studying this topic seem to be crucial. The research's goal in this regard is to simplify methods for comprehending language as a tool of social control and management, as well as to evaluate the potential for language development as an effective tool of social management, which would aid in identifying the critical elements for the implementation of an effective language policy in the age of global information wars.

1. Introduction

In the current phase of civilizational development, language has become the fundamental tool for directing social structure and human communication. This idea of language function evolved through millennia, beginning with Ancient Greece and Rome, and it is now explicitly represented in numerous multidisciplinary studies as well as certain nations' linguistic policies. In terms of science, studies on the role of language in societal management have been continuing for centuries. These investigations were conducted in the context of both traditional language research and associated scientific domains. Studies and generalisations of scientific research concepts determine the work's distinctiveness and application.

1.1 Aim of the Study:

The study's purpose is to examine and generalise research findings from synchronic and diachronic studies of language function that represent social control and management while using proper linguistic and transdisciplinary approaches.

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2. Analytical Review:

Traditionally, linguistic studies have served as the foundation for research on the function of language in the management and control of society. Eloquence is the ability to communicate elegantly on any topic while persuading listeners to agree with you (Lomonosov, 1952, p. 15). With all its power, language has a natural richness. The ability to read, speak, and write correctly under a language's finest and most logical application is crucial to maintaining a nation's official language standards (Othman et al., 2022). Correct "physiognomy (face)" of different languages reflects distinctive national worldviews or linguistic worldviews. Every language has its distinctive quirks, just as representatives of other cultures have special physical characteristics (Tursunovich et al., 2021). The reasoning and activity of a nation are reflected in its national language, according to a similar notion of language's function as a mirror of its bearers' idiosyncrasies of mind and worldview. Language changes reflect changes in the nation's purpose and activity (Kakhramonovich et al., 2022). Furthermore, it is significant because a variety of distinct external influences, including social, political, economic, and religious ones, as well as internal, internal elements, influence language changes. Due to the strength of their imagery, dialects of the language and their relationship to literary convention deserve special attention because they profoundly reflect the history and worldview of a nation (Ergashev & Farxodjonova, 2020). For this reason, studies permit designating a language as an official language throughout the territory of a nation.

The important branch of scientific inquiry that upheld the comprehension of how language is used to regulate society was the study of relationships between concepts and words. (Neugebauer et al., 2022). In the course of human communication, the word serves as a mediator and facilitates interpersonal dialogue. Communication is not just about expressing one's ideas and thoughts to another person, but also about inspiring a conversation partner to come up with his or her ideas and thoughts, according to research on the characteristics of an addressee's perception of speech (Potebnya, 1999). The concepts of effective language use in interactions between authorities and society are reviewed in the burgeoning field of psycholinguistics. Every language has a history, according to the social element of language, so studying a human language in the context of that history is an essential component of the study of life and the functioning of social communities (Holler & Levinson, 2019). The importance of social variables in the process of language development also contributes to the development of the psychological communication theory, which starts with a psychological knowledge of the characteristics of communication. Human mentality is founded on an unambiguous number of perceptions that are shaped by men's prior experiences, events that have passed, and emotions. A mental action based on similar perceptions is known as communication (Potebnya, 1999). In this regard, the ineffectiveness of communication may be justified by disparities in experience and emotion, so it is crucial to take into account the shared experiences of the parties involved in the communication process. According to Baudouin de Courtenay (1929), the worldview characterized by linguistic thought becomes the speaker's overarching worldview. The issue should be viewed from a psychological perspective. Only through interpersonal contact is it possible for a person to experience psychological growth, making linguistics a psychological and sociological science. The term "language policy" was coined after more explanation. A linguist is a specialist with a range of abilities (Halliday, 2019) such as a constructor of contemporary language cultures; a politician with an understanding of the linguistic future; a general linguist and linguistic historian; and a cultural historian with a focus on a few specific cultures.

Furthermore, the concept of language as a vehicle for bringing people together in their common

pursuits through a shared knowledge of society as a whole was established (Flores, 2021). As a result, cultures at various levels of economic development will employ different mental tools and so have varied language toolkits. In this environment, the evolution of language is controlled not just by cultural components of social growth, but also by economic progress.

As a result of the foregoing, "linguists have always been … interested in questions of how society and language interact and are interdependent" (Koerner, 1995, p. 11). Later, such a comprehension of language had expanded beyond the purview of legitimate linguistic studies and had taken on an interdisciplinary context. The interdisciplinary nature of modern research, as is well known, allows for the option of seeing the things being studied using methods from multiple scientific realms. As was seen above, attempts to explore the role and functions of language outside of the subject of linguistics date back to previous times in inquiry. Scholars in earlier centuries laid the groundwork for multidisciplinary linguistic study as a method of social control and management, denoting psychological and social dependency on language. Representatives of the language began to regard it as a social phenomenon towards the end of the 19th century, which placed the foundations of its study in the context of sociological sciences.

Many sociologists and Culturologists agree that social interaction, which includes people, things they do, and conductors, should be the fundamental unit of study for society. The use of language and writing systems are two important mechanisms for social interaction. A particularly distinctive aspect of political language is how it changes when subjected to the revolutionary effect of speech coarsening (Nosek-Kozowska, 2020). As the primary impact of society and the labour market, contemporary sociologists emphasize the significance of developing a suitable, highly cultural, and professionally movable personality. The language and communicative aspects of such personnel training are essential components (Shamsiddinovna, 2021). The sociological method of language studies, which integrates the two components of the study—language and society—is unquestionably one of the most essential strategies for understanding language as an instrument of administration and control in a society. Sociolinguistics is the study of the function of social language in interpreting and describing social interactions, processes, and the various ways in which they are represented in language.

Also covered in detail was language as a psychological research topic. Researchers in psychology have written extensively about language, thought, and consciousness. Without considering the psychological implications of language use, it is hard to effectively discuss how language serves as a social control mechanism. A word serves as a sociocultural intermediary between the outside world and a particular person (Duchêne et al., 2021). Only speech may allow an interlocutor access to another person's awareness, opening it up to numerous forms of influence (Bickmore & Cassell, 1999). Any psychological theory of speech activity must examine how an individual's worldview and his or her speech are related (Grunig & White, 2013). Psycholinguistics is a field of study that has developed at the nexus of linguistics and psychology. One of the schools of psycholinguistics also included neurological linguistic techniques, and the study of psycholinguists focuses on non-verbal communication studies. The function of communication in developing a person's consciousness was made up of neurolinguistics, which developed methodologies from neuropsychology and linguistics (Clowes, 2007). The growth of pseudoscientific theories, such as the neurolinguistic programming (NLP) theory, which claimed there were connections between neurological processes and language and behaviour patterns using specialized methods to achieve the desired results, highlighted the importance of the psychological approach for linguistic studies. Although the effectiveness of NLP has not been experimentally shown, the concept itself suggested a compelling potential for language to be used as a tool for the administration and control of society.

A universe that is mirrored in language is an object of human action in terms of philosophical understanding. In certain ways, philosophy influences the production of the world, particularly in the social realm, by increasing the overlap between a verbal worldview and the actual (Feuer, 1953). A person would still remember a term even if he lost his instruments of the trade. If there were a phrase for it, the loss of labour-saving equipment just modifies the situation somewhat (Martinich, 2012). Studying the connections between the formation and evolution of civilization and language from a socio-philosophical perspective seems to be of interest. It has been established that each type of civilization has a unique characteristic of interactions with language (Arshed et al., 2023). The bulk of humanities scholars conduct their research in a sociocultural setting that is required by linguistic peculiarities to be a reflection of the country's culture (Amir & Saeed, 2019). Language is a cultural instrument. Language shapes a person's personality by imposing his or her worldview, mentality, attitudes towards others, etc.; in other words, the national culture of the people who use that language as their primary form of communication (Arshed et al., 2023). Language, on the other hand, is a cultural instrument that is developed and disseminated by a collective group of individuals (Rahnuma, 2023). With this idea, language may be studied within the context of Culturology. Language is examined from the perspective of culture studies from two angles: as a factor influencing cultural processes and as a factor being shaped by culture. According to the idea of language, the "conceptual sphere" is a concentration of culture that includes both the general culture and its representation of a particular nation (Amir & Saeed, 2019). Any language preserves a nation's inner strengths, emotional propensity, diversity of personalities, and outlook on the world (Spolsky, 2019). This suggests that it's crucial to take national and cultural specifics into account while attempting to communicate across cultures.

All contemporary cultures regulate language matters on behalf of the nation (Blinov, 2011), making them the targets of linguistic policies. Language is considered in political science as both a means of authority and an object of policy impact (Chernych, 2017). Studies in political linguistics and Linguopolitology focused on this type of interpretation of language. The phrase "language policy and planning" (LPP) refers to both the planning and implementation of activities impacting language and how it functions in society, as well as the theoretical foundations supporting these activities (Bamgboe, 2019). Longhurst et al., (2019) relate the external LPP to the dissemination of language and culture outside the state's borders as part of its Soft Power agenda. LPP has an inner, interior, and external propensity.

Both sociological and appropriate linguistic methodologies are used to study the present linguistic policy (Grishaeva, 2018). Language serves a variety of purposes within the frameworks of linguistic policy, showing both internal and external predispositions (Klimova & Kozlovtseva, 2023):

i.   Integration[1] is the joining of the nations of a state in the general sociocultural sphere based on the national tongue.

ii.   Socialisation[2] refers to helping foreign nationals acquire sociocultural norms and state values through language.

iii.   Translation[3] refers to creating a favourable perception of the nation in the international community.

iv.   Communication[4] fosters effective intercultural conversation with representatives from

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[1] interior
[2] interior
[3] exterior
[4] exterior/interior

other nations as well as the country's numerous ethnic groups.

The investigation of language policy's political and ideological components, as well as the probable results of its execution, laid the groundwork for two scientific research trends: sociolinguistics and linguistic sociology (Yang & Jang, 2022). Political linguistics, on the other hand, investigates themes such as language convergence, political language development strategies, and contemporary political and politological activities (Taisina, 2012). Without a doubt, linguistic research is still centred on language. The concept of "Power" is a basic component of social stratification in society, and it is seen as a value in a common worldview (Yang & Jang, 2022). In contrast to the two previous generations, Generation Z representatives, for instance, showed a marked increase in the desire for authority,[5] which was reflected in the core of their linguistic consciousness, according to the results of the most recent research (Ufimtseva, 2022, p. 644; Ryndak & Saldaeva, 2020)? Any speech strategy's ultimate objective is to help the audience better understand their worldviews (Jackson, 2021). This lays a huge burden on those who use language to influence and manage public opinion. At that moment, the presence of a defined speech goal mandates not only the presentation of information, but also speech structure and the use of linguistic strategies to affect an addressee's willing, intellectual, and emotional domains (Spronck & Nikitina, 2019; Borisova, 1999).

The pragmatic function of language begins to take centre stage in this situation because it allows for the deliberate manipulation of a person's behaviour and psychological state, which is essentially the same as linguistic manipulation. This involves using language to subtly introduce goals, wishes, intentions, relationships, and orientations that are not his own into the addressee's mind. The use of advertising technologies, which expose missions to reinforce the positive qualities of an object or phenomena and conceal the bad effect of any destroying features, is the most striking illustration of how the role of controlling and managing a society is realized. It promotes the perception of products and services by deliberately fusing perceptions and emphasizing their benefits.

Generalising the aforementioned, it should be noted that a wide range of findings from interdisciplinary studies enables discussion of issues of control and management of society using language from various angles. This is crucial today, as language has risen to a new level of digital transformation and has become an important weapon in informational wars.

3. Research Methodology

The study's methodology is based on the use of inductive, deductive, and descriptive methodologies to observe, analyze, and generalize different approaches to the issues under consideration. The following distribution is utilized for the methods of observation and interpretation, classification and systematization of the analyzed phenomena within the confines of the descriptive method comprising the diachronic and synchronic analysis of linguistic studies, the interdisciplinary layer of studies related to the subject under investigation. Moreover, the analysis includes a description of language development in the digital age and its peculiarities as a tool for social control and management.

4. Techniques of Data Analysis:

The theme of this book is the outcomes of scientific study into language as a tool for controlling

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[5] from 1 % to 9.3%

and managing society in both synchronic and diachronic aspects. The study's goal is to examine language as a tool for social control and management. The study's source material consists of publications produced by linguists. Regarding the diachronic aspect, the works approach language in various ways from the standpoint of its regulating role. From the perspective of numerous scientific research activities, the layer of pertinent studies about various aspects of language as an instrument of social control and management was chosen concerning the synchronic aspect. In the final section, many modern language development trends and prospects were assigned, particularly those that could have an impact on how well the language fulfils its role in governing and managing society. This section of the work covers contemporary, mostly linguistic research that deals with the particulars of Internet discourse, developments in Internet communication trends and possibilities, and the integration of artificial intelligence into a variety of human communication contexts.

The given material was analyzed and generalized to determine trends in the controlling function of language, modern understanding of this function's realization using various sciences, and trends in linguistic development taking into account their impact on the control and management function of society.

5. Discussion

Human language's capacities, as well as the functional domains in which it is utilized, have grown dramatically in the twenty-first century. The industrial age, which began with the great English bourgeois revolution, transformed technology and technical advances into tools for enhancing human labour output. By the end of the twentieth century, technology had taken over a man's life, encompassing every part of it, including his habits and desires; this had changed both the character of his life and, more importantly, the structure of his mind. The arrival of the twenty-first century signalled the start of a new post-industrial change of life's core elements: digital technologies filled the analogue space of a man's existence, changing it to a digital one. Instead of a vast variety of shades of meanings and feelings, one must now choose a set of shades that can be applied to the current historical moment and generation for clearly defined purposes. Language pragmatics piques the interest of programmers whose job is to turn language into a regulated tool of application and controlled perception.

The processes described originated in the language arena, which is now a significant tool for governing human society and governmental agencies. Key texts of state and society management that involve human speech are viewed as a collection of management data rather than regions of structured discourse space. In this sense, "data" refers to stable collocations of large and small lexico-syntactical structures that are consistently duplicated in the stated limited categories of speech as well as other generally different contexts. These lexico-grammatical collocations are identified by a computer, which employs a final list of interpretations as a pattern to decipher more related collocations within the boundaries of a certain synonymic matrix.

The co-occurrence of language and speech components in this case is explained by the frequency and reproduction of lexico-morphological sequence rather than by reference to known linguistic categories of language. The interpretation of the outcome of using human speech would be explained by frequency, reproduction of such a lexico-grammatical sequence, and the frequency of upcoming predictable reactions, all of which have previously been identified in other similar communicative contexts. The examination of the cognitive mechanisms and communication objectives that underpin the selection or development of various parts of Internet discourse, such

as hashtags, is given special weight in the context because they provide evidence of various communicators' communicative intentions. Based on communication intents, modern academics define the following terms in hashtags: imperatives, performatives, metaphors, thematic markers, topic headers, summaries, and metatexts (Yudina & Seliverstova, 2022). The employment of foreign re-decoded lexis in contemporary media- and Internet spaces is another noteworthy occurrence (Klimova & Kozlovtseva, 2023; Yudina & Seliverstova, 2022). Another noteworthy development in current media and Internet space is the usage of foreign re-decoded lexis (Klimova & Kozlovtseva, 2023).

The unification of language as a medium of human communication is critical in the context of the digitalization of human societies that utilize language, and this necessitates, in particular, the unification of lexical sequence and lexico-syntactical forms within vividly organized communicative space. In this scenario, the more united the reproduction of speech by individuals is, the easier and more successful the management of the speech space, and hence of the society itself, becomes. The suggested unity is further complicated by an external aspect, which is conditioned by a slew of crises that are now unfolding and that dynamically erupt on top of one another to sustain situational discourses. As a result, the analysis of perforated, end-to-end neo-formation schemes of the same time sample[6] shows the implementation of the process of selecting the most pertinent ideas and realia, as well as the development of regular and irregular neo-formations while taking into account national peculiarities (Cotticelli-Kurras, 2021).

A thesaurus is one method for developing a speech algorithm, the first stage in teaching intelligent robots human speech, and an important tool for restricting the usage of controlled speech. This assures that the usage of ordinary language is only limited by the use of codified lexis and set speech collocations under the authority of the new digital communication specialists and engineers. This functional mapping of language is made feasible by the usage of the headings classification system. The division of specialized thesaurus into hierarchical rubrics was based on the presence of notional semantics[7] and the distribution of lexical units in each sector following their functional loading. Each industry determines the order in which its linguistic units are employed, setting the communicative tones of impending professional speech activities in advance. They are actively created and implemented into systems that process real-time human speech. Grammarly, Google Smart, DeepL, and many other programs automate translation and text editing under established guidelines for handling and preserving information in the specified format, allowing any communication act that has previously occurred among communicants to be quickly found and defined using search tools. This enables a digital machine to self-train within the constraints of a pre-existing communication program. The allocation of a large number of reference texts for analysis enables the completely and thoroughly embraced automatically implemented norms of speech usage utilizing controlled supplements by the management and regulation of the whole domain of human communication.

The branch of linguistic study pioneered by Noam Chomsky and structural linguistic theories, as well as the processes of communicative mechanization articulated, is more in line with support processes. The active pursuit of the generative origins of language, which would have made it feasible to uncover textual qualities and modify them to specific communication requirements considerably more swiftly, is a critical component of this idea. Such research's conclusions have practical consequences for cognitive linguistics and discourse theory.

For scholars examining various forms of speech, the challenge of identifying the language bounds

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[6] e.g., the coronavirus pandemic
[7] nesting

of a communication code within the contexts of professional and near-professional groups emerged. These researchers must first identify those societies' communication norms and ban "aliens" who do not conform to prepared speech practices from the communicative realm.

6. Conclusion

Based on the analysis and discussion, it appears possible to conclude that the use of language as a tool for social control and management is influenced by a variety of factors, including political, social, psychological, cultural, and other factors. They must be understood and considered to fully assess and realize the role of language. This approach has its roots in the history of language pagmatization and efforts to normalize its usage. The approach to studying these issues from both synchronic and diachronic perspectives, as well as from the perspectives of many sciences, would allow for a more comprehensive and appropriate form of any state's language policy, as well as the fulfilment of linguistic planning based on the collected data.

Understanding the modern state of language development and the key trends influencing its transformation in the context of realizing the function of control and management of society appears more significant in the context of establishing the foundation for linguistic studies and determining the prospective scientific trends of research in the given sphere.

The study's conclusions, it is hoped, would lead to more effective language planning that takes into consideration the specific qualities of a multiethnic society, as well as external and internal sociocultural and geopolitical challenges.

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