

# Verbal Aggression As A Form Of Targeted Communicative Influence

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**Received:** 30 November 2025; **Accepted:** 22 December 2025; **Published:** 27 January 2026

**Abstract:** The article considers verbal aggression as a special form of targeted communicative influence. Particular attention is paid to some means of expressing verbal aggression at various linguistic levels, as well as the pragmatic conditions of their functioning in speech. Explicit and implicit forms of verbal aggression and their role in conflict communication are analysed. The conclusion is made that verbal aggression is a targeted communicative strategy aimed at disrupting the harmony of interaction and changing the communicative status of the addressee. Ways to overcome speech aggression are described.

**Keywords:** Speech aggression, pragmatics, language, speech, communication, speech act, communication.

**Introduction:** Currently, researchers in the field of linguistics are increasingly interested in studying language in its functional and communicative aspects. As I.A. Sternin notes, «communication acts as a conscious, rationally structured, purposeful exchange of information between people, accompanied by the individualisation of interlocutors, the establishment of emotional contact between them, and feedback» [10, 7]. Linguistic research is also being conducted on the study of language as a tool for influencing the addressee. This is due to the transition from a structural description of the language system to an analysis of language as a means of interaction in specific communicative situations. This approach reveals the mechanisms of verbal aggression, which are realised through lexical, syntactic and other means. The phenomenon of verbal aggression has been examined in the works of Yu.V. Shcherbinina [11], I.A. Sternina [10], L.R. Komalova [7], I.B. Lazebnaya [8], T.A. Vorontsova [3], and A.G. Bakiev [2]. The analysis of verbal aggression expressed through various linguistic means plays a special role.

## METHOD

Researcher T.A. Vorontsova writes, that "when

studying speech phenomena, it is necessary to take into account that the sender and receiver approach the text differently: «Two points of view – encoding and decoding, or, in other words, the role of the sender and the role of the receiver of messages must be clearly distinguished» [3, 84]. Without a doubt, the speaker and listener understand the same statement from different points of view. Each participant relies on their own experience, value system, and specific pragmatic attitude.

It should be emphasised that pragmatics occupies a key place in the study of human behaviour as purposeful speech interaction. In this context, pragmatics is particularly important as a field that focuses on the analysis of linguistic units in relation to the speaker, the addressee, the conditions of communication, and the communicative intent of the utterance.

Verbal aggression is a persistent component of modern communication and manifests itself in various types of discourse – interpersonal communication, media discourse and Internet communication. According to A.I. Mikhailova, «the difference in approaches determines the set of linguistic and textual units that can be characterised as means of expressing verbal

aggression» [9, 9]. Verbal aggression is often expressed through lexical means, such as evaluative vocabulary with a negative meaning (co.: «Какой же ты все-таки глупый!»); colloquial and vulgar vocabulary (co.: «Ты говоришь полную чушь! Это просто невозможно.»); the use of irony (co.: «гениальное решение»; «блестящий специалист»); the use of generalised vocabulary (co.: «Не стоит ждать искренности от таких людей: все они одинаковые, только и думают о себе»).

In pragmatics, this emphasises the contextual role: one approach identifies direct insults, while another identifies hidden influences through pauses or hyperbole, adapting the analysis to the discourse. T.M. Baghdasaryan notes, that «an important factor for pragmatics is the explanation and description of the mechanism of human behaviour for exerting verbal influence on one's interlocutor» [1, 51]. The pragmatics approach allows us to consider aggressive statements as conscious communicative actions aimed at achieving a certain effect and implemented through linguistic means.

In pragmatics, the phenomenon of verbal aggression occupies a special place, as it clearly demonstrates how destructive language can be as a means of influence. Aggressive statements disrupt normal communication, causing conflict situations and often becoming a means of deliberately influencing the interlocutor.

## RESULTS AND DISCUSSIONS

A.I. Mikhailova writes, that «the paramount importance of the communicative goal is relevant for a pragmatic understanding of verbal aggression» [9,11]. In the pragmatic linguistic aspect, verbal aggression is considered a special type of speech behaviour aimed at causing communicative, psychological or social damage to the addressee. As D.R. Drozdova notes, «verbal aggression can be expressed in several verbal ways: through the use of action verbs, adjectives with negative connotations, demonstrative pronouns, and nicknames» [4, 13]. This statement emphasises the diversity of lexical and grammatical means of expressing verbal aggression.

Here are some examples of verbal ways of expressing speech aggression: action verbs (co.: «Она сутилась, создавая видимость активной работы.»); adjectives with a negative meaning (co.: «Он предложил

бесполезное решение проблемы.»); demonstrative pronouns (co.: «Кто предложил этого специалиста?»). The examples given illustrate verbal means of verbal aggression, where the choice of vocabulary reinforces negative assessment and irony.

L.M. Zakoyan notes that «in interpersonal communication, verbal aggression manifests itself as a desire to create communicative imbalance» [5, 48]. L.M. Zakoyan's statement allows us to consider verbal aggression not as a spontaneous human reaction, but as a conscious communicative strategy aimed at disrupting interpersonal interaction.

It is customary to distinguish between explicit and implicit forms of verbal aggression. Explicit verbal aggression is characterised by the direct use of negative evaluative vocabulary and offensive expressions. Let us consider some examples of explicit verbal aggression: «Вы некомпетентны в своей работе!» – aggression is expressed directly and unambiguously through the use of evaluative vocabulary with a negative meaning, where negative qualities are directed at the addressee and aggressive intent is easy to see; use of direct accusation: «Из-за тебя все так вышло!» – the statement contains an indication of the addressee's responsibility for the negative result; an order in an aggressive form: «Замолчи и не смей ничего говорить!» – this statement shows open suppression of the interlocutor. Verbal aggression is realised through the deprivation of the interlocutor's right to speak; categorical denial: «То, что ты говоришь, – полная чушь.» – explicit aggression manifests itself in a sharp form of denial, which excludes equal dialogue). Unlike implicit verbal aggression, explicit aggression is clearly visible, which most often leads to communicative conflict, as it openly disrupts communicative influence.

Implicit verbal aggression is a hidden form of communicative influence, where hostility is not expressed directly. The most common means of implicit aggression include irony and sarcasm, rhetorical questions, hints, and understatement. Here are some examples of implicit verbal aggression, where the aggressive effect arises from the implied meaning. In our opinion, the following can be classified as implicit verbal aggression:

- sarcasm: «Великолепно! Именно так и надо было

все испортить!» – The addressee interprets the remark as a reproach or accusation, which intensifies the aggressive effect.

- rhetorical question: «Ты вообще понимаешь, о чем говоришь? » – does not expect a response and serves to cast doubt on the communicative abilities of the interlocutor.

- hint: «Не все, как известно, могут сделать это идеально! » – In this context, the speaker avoids direct accusation, but maintains a negative assessment.

- understatement: «В этом вопросе можно было бы сказать многое...». – creates the effect of hidden reproach or criticism, while encouraging the addressee to independently complete the negative meaning.

These examples illustrate various mechanisms of implicit verbal aggression, in which negative evaluation is not expressed directly but is understood by the recipient through context, intonation, and the communicative situation, making it particularly difficult to recognise and eliminate in communication.

According to V.V. Ivshina, «skilful use of speech etiquette, in our opinion, is an important factor in preventing aggression in communication» [6, 63]. This understanding emphasises that the conscious choice of speech means that correspond to the situation and status of the participants in communication, respectful treatment, and mastery of the rules of speech etiquette contribute to maintaining communicative balance and prevent the emergence of aggressive statements.

## CONCLUSION

Verbal aggression is a tool for targeted communicative influence, where explicit and implicit forms complement each other. Direct expressions – insults, threats, coarse language – are expressed openly, disrupting the balance in communication. Implicit expressions, such as sarcasm, irony or hidden hints, are revealed through context.

Thus, verbal aggression, regardless of its form of expression, disrupts communicative balance and reduces the effectiveness of interaction. Ways to overcome verbal aggression depend primarily on the attitude of communication participants towards the choice of linguistic means and compliance with the norms of verbal etiquette, which contributes to more harmonious and productive interaction. In addition,

the development of communicative competence, the ability to recognise both explicit and implicit forms of verbal aggression, and the use of dialogue aimed at preventing conflictual communicative situations play an important role.

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