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MANIFESTATIONS OF MANIPULATION

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If we deeply analyze the causes of manipulation, we can understand that it is a form of psychological violence. In this regard, the motives of the manipulator and his victim are twofold. The psychological trauma experienced by the manipulator in childhood manifests itself in such situations as not stopping at anything to achieve their goal, striving for dominance over others, intentionally causing pain to the victim and the feeling of pleasure from it, and the fact that such actions have become commonplace. The victim of manipulation's strong distrust of others, fear of entering into close relationships, and the desire for social recognition can lead to this complex psychological state.

For example, black cumin oils sold under the Al-hadaya brand were advertised in the media. Famous people, religious figures, who had the potential to exert manipulative influence, were mobilized for this work. According to the news published on May 21, 2019, on the official website of the Muslim Board of Uzbekistan, "On May 15, a product presentation ceremony was organized by the 'Al-Hadaya' brand at the 'Poytaxt' Business Center in Tashkent city. The event was attended by Sheikh Abdulaziz Mansur, Deputy Chairman of the Muslim Board of Uzbekistan, Iskandar Khalilov, Head of the "Waqf" Charitable Public Foundation, Nurimon Abdulhasan, Deputy Chairman of the Committee on Religious Affairs, and representatives of the mass media.

At the event, the "Habbat ul-Baraka" (black cumin) product, produced by the "Al-Hadaya" brand, was presented. The role of this product in improving the gastrointestinal tract and immune system was emphasized by medical professionals.

Sheikh Abdulaziz Mansur, Deputy Chairman of the Board of Muslims of Uzbekistan, stated that black cumin is also mentioned in hadiths.

Based on the company's principles, entrepreneurs also mentioned that they have undertaken another noble deed. It was stated that a certain amount of the company's income will be donated to the "Waqf" charitable public foundation.

It was noted that the charitable work promoted by "Al-Hadaya" company is well-received by everyone, and the head of the Fund Iskandar Khalilov called on entrepreneurs of our country to be active in carrying out such good deeds.



For information, "Al-Hadaya" company has established its activities in Kazakhstan, Russia, Ukraine, and Kyrgyzstan. It has more than six thousand regular customers", reported. Through this, the oil product, which was among the usual consumer products, was deified and presented through religious hadiths and other sources. At the same time, a message was posted on the company's social media page stating that network users might be sick if they don't consume this fatty capsule, which could reveal their "fever".¹

We observed that due to aggressive advertising in the media, patients, despite serious illnesses - cancer, diabetes mellitus, diseases of the heart and musculoskeletal system, stopped traditional medical treatments and switched to taking this capsule, and as a result, most of them soon died from severe complications of the disease.

In general, the process of manipulation is widespread in social relations in Uzbekistan, ranging from family relations to a wide range of economic relations. Detection of manipulation is very complex, and there is no direct liability for it. Therefore, it's not always possible to determine who is the manipulator and who is becoming its victim. However, from the point of view of psychological violence, a deep scientific study of these actions against a person with an imperfect mental and intellectual level, teaching people healthy social relations, is one of the important issues.

Direct psychological abuse can occur between the following subjects:

1. Interpersonal - spouses, children and parents, professional, etc.;
2. Group - intra-group and intergroup. A group of troublemakers, criminals, street and sports fans;
3. Public - over the entire public.²

The most complex aspect of psychological violence is that there are very few material signs of its detection. At the same time, in most cases, it is impossible to observe from the outside, as it is confined to a narrow circle - within families or groups.

There are many manifestations of violence, and in practice, in the conditions of Uzbekistan, the following are described.

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[https://www.facebook.com/alhadayaуз/posts/pfbid0oj9jRLaMvUnLCMg59jrFUfXhRPNCm7z54wB6ZgcG8e8JpDAiE y1PRUqdnmYizMBvI?_cft_\[0\]=AZW1KYz1BY4YqRpxWYY-9-QVKoo22e1Rcaa8Q5JQHxdIL8nuXms2Rpr1OsvCpQ9FBZLuWFFEpHqiJ7iQ2aY1J-hJTJ-Bqq9X6EDkwGQQ1vv7wC9RONUhKtSAdARcXH81j_k56OqmPS4A1947XC-LyiNWdp3q1LLUHKxshRPSsAKvIMihOQIwV84FASb0g_VaVQ&_tn_=%2CO%2Cp-R](https://www.facebook.com/alhadayaуз/posts/pfbid0oj9jRLaMvUnLCMg59jrFUfXhRPNCm7z54wB6ZgcG8e8JpDAiE y1PRUqdnmYizMBvI?_cft_[0]=AZW1KYz1BY4YqRpxWYY-9-QVKoo22e1Rcaa8Q5JQHxdIL8nuXms2Rpr1OsvCpQ9FBZLuWFFEpHqiJ7iQ2aY1J-hJTJ-Bqq9X6EDkwGQQ1vv7wC9RONUhKtSAdARcXH81j_k56OqmPS4A1947XC-LyiNWdp3q1LLUHKxshRPSsAKvIMihOQIwV84FASb0g_VaVQ&_tn_=%2CO%2Cp-R) - СОКОВ КАСАЛЛИКЛАР СЎЗЛАГАНИДА...

² Волков Е. Н. Критерии, признаки, определения и классификации вредящего психологического воздействия: психологическое травмирование, психологическая агрессия и психологическое насилие // Журнал практического психолога. 2002. № 6. — С. 189.



1. Not recognizing emotions and feelings;
2. Laughing at his thoughts;
3. Ignoring the victim's feelings as a punitive measure;
4. Using false words for their own benefit;
5. To intimidate his friends and relatives by threatening them with danger and not allowing contact with them;
6. Refusal to go out with the victim in public places;
7. Disgrace among relatives;
8. Threatening to leave the house;
9. Refusal to help a sick or pregnant woman;
10. Obstruction of access to medical care;
11. Constantly criticizing, upsetting, provoking anger, that is (you are too fat or thin, you are stupid, you are the most worthless mother), etc..³

Healthy psychological relationships are the result of a very complex process that is formed in the family, educational institution, and labor collective. Mass media and social networks play an important role in its harmonious formation. Global values are increasingly entering public consciousness. Some of these values are extremely liberal, while others are very conservative. For this reason, the issue of recognizing and respecting feelings in society and in the family remains a problem not only of emotional education, but also of value orientation. Because in traditional Uzbek society, the expression of a man's feelings openly, publicly, was not supported. This creates a dilemma related to psychological violence. Humans are faced with a choice between national values and liberal values. This creates the problem of a broader understanding of the issue of psychological violence.

Neglect is the most vivid manifestation of psychological violence. As a result of neglecting the interests, feelings, achievements, and shortcomings of the spouse in the family, the victim experiences mental instability. This creates a sense of guilt and hinders the establishment of equal relations. In general, the foundations of psychological violence in the family often go back to national values and traditions formed in the relationship between men and women. The current catalyst for this process is the speeches of religious bloggers, who actively promote their views on the family, in which men are sharply dominant, and these men constitute their main audience. Such opposing views are exacerbating the cause of psychological violence. Because relationships that were previously called family relations, not psychological violence, have now become unacceptable to

³ Ниёзова С.С. Зўравонликдан химояланиш ҳуқуқингиз бор. Рисола. Тошкент давлат юридик университети. Тошкент, 2021. – Б. 9-10.



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women. The development of the media and the Internet has created opportunities for wider discussion of relations in this area and the establishment of healthy ties.

Currently, if psychological violence occurs in the family, its victims are mainly women and children. The main manifestations of this process are mockery of one's spouse and children, not allowing them to see relatives and friends, blaming one's wife and children in any case, alcoholism and drug addiction, demanding unconditional obedience, excessive jealousy, manipulation.⁴ Violence against children manifests itself in situations such as alienation, neglect, isolation, intimidation, exploitation, and degradation.⁵

Most experts note that the consequences of such psychological violence play a very negative role in human life. In particular, as a result of psychological trauma, a person begins to experience distrust in social relations, fear, the desire for protection, and the expectation of help from others to protect themselves. At the same time, in relations necessary for the establishment of normative relations, instead of independent behavior as a subject, there may be cases of strong attachment to one person. Victims of psychological violence can also transmit psychological distress to their families, children, and colleagues through future psychological trauma. Because the psychological aspect of social relations is very complex, and to achieve a high level of maturity, only people do not fall under the influence of people who have psychological trauma or suffer from mental disorders.

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⁵ Уша манба. — С. 112.



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