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PRAGMALINGUISTIC FEATURES OF CHIASMUS AS A STYLISTIC DEVICE

Annotation: looking closer at chiasmus, this piece unpacks how it works in real talk and writing - not just as wordplay but as something that shifts meaning. Instead of sticking only to shape or pattern, the way words flip can guide what people notice, feel, or remember. Through examining trusted global research in language use and structure, the work traces how these reversals do more than sound neat - they carry intent. In speeches, stories, or news clips, such phrasing often underlines ideas without stating them outright. While some see it as mere ornament, evidence shows it quietly shapes response - making claims stick, tilting judgment, building rhythm. One reason it fits so well across settings may lie in its flexibility: same form, different force depending on situation. A view from a scholar based in Uzbekistan adds another layer, pointing out areas still unclear in current theory. Where earlier models stop, new links between design, purpose, and surroundings could move thinking forward. Tying those threads together helps explain not just why someone chooses such patterns - but also how they land with listeners or readers.

Keywords: *stylistic devices, discourse analysis, pragmatic function, communicative intention, meaning construction, expressive syntax, textual pragmatics, context dependency, political discourse.*

Аннотация: в этой статье более подробно рассматривается хиазм, раскрывается его работа в реальной речи и письме — не просто как игра слов, а как фактор, изменяющий значение. Вместо того чтобы ограничиваться только формой или структурой, способ перестановки слов может влиять на то, что люди замечают, чувствуют или запоминают. На основе авторитетных глобальных исследований в области использования и структуры языка, работа показывает, как эти перестановки не просто звучат красиво — они несут в себе определенный смысл. В речах, рассказах или новостных сюжетах подобные фразы часто подчеркивают идеи, не выражая их напрямую. Хотя некоторые считают это всего лишь украшением, данные свидетельствуют о том, что это незаметно формирует реакцию — закрепляет утверждения, искажает суждения, создает ритм. Одна из причин, почему это так хорошо работает в разных контекстах, может заключаться в его гибкости: одна и та же форма, разная сила в зависимости от ситуации. Мнение ученого из Узбекистана добавляет еще один слой, указывая на области, которые до сих пор неясны в современной теории. Там, где останавливаются более ранние модели, новые связи между дизайном, целью и окружением могут продвинуть мышление вперед. Связывание этих нитей помогает объяснить не только то, почему кто-то выбирает такие модели, но и как они воспринимаются слушателями или читателями.

Ключевые слова: *стилистические приёмы, дискурсивный анализ, прагматическая функция, коммуникативное намерение, конструирование смысла, экспрессивный синтаксис, текстовая прагматика, зависимость от контекста, политический дискурс.*

Annotatsiya: xiazmgga diqqat bilan qarasaq, ushbu asar uning haqiqiy nutq va yozuvda qanday ishlashini ochib beradi – nafaqat soʻz oʻyini sifatida, balki maʼnoni oʻzgartiradigan narsa sifatida. Faqat shakl yoki naqshga yopishib olish oʻrniga, soʻzlarning oʻzgarishi odamlar nimani payqashini, his qilishini yoki eslashini boshqarishi mumkin. Tildan foydalanish va tuzilish boʻyicha ishonchli global tadqiqotlarni oʻrganish orqali asar bu oʻzgarishlarning nafaqat chiroyli koʻrinishda, balki maqsadni ham anglatishini ham kuzatadi. Nutqlarda, hikoyalarda yoki yangiliklar kliplarida bunday iboralar koʻpincha gʻoyalarni toʻgʻridan toʻgʻri aytmasdan taʼkidlaydi. Baʼzilar buni shunchaki bezak deb bilishsa-da, dalillar shuni koʻrsatadiki, u jimgina javobni shakllantiradi – daʼvolarni mustahkamlaydi, hukmni oʻzgartiradi, ritmni yaratadi. Uning turli xil sharoitlarda juda yaxshi mos kelishining bir sababi uning moslashuvchanligida boʻlishi mumkin:

bir xil shakl, vaziyatga qarab turli kuch. O'zbekistonda yashovchi olimning fikri yana bir qatlam qo'shib, hozirgi nazariyada hali ham noaniq bo'lgan sohalarni ko'rsatib beradi. Avvalgi modellar to'xtagan joyda, dizayn, maqsad va atrof-muhit o'rtasidagi yangi aloqalar fikrlashni oldinga siljitishi mumkin. Bu iplarni bir-biriga bog'lash nafaqat kimdir bunday naqshlarni tanlashini, balki ularning tinglovchilar yoki o'quvchilar bilan qanday bog'lanishini ham tushuntirishga yordam beradi.

Kalit so'zlar: *stilistik vositalar, diskurs tahlili, pragmatik funksiya, kommunikativ niyat, ma'no konstruksiyasi, ekspressiv sintaksis, matn pragmatikasi, kontekstga bog'liqlik, siyosiy diskurs.*

People have always looked at stylistic devices as parts of language that make it look and sound nice. But these days, folks in linguistics are really focusing on how these devices work in real life and what they do for communication. When you look at chiasmus, which is basically saying something and then flipping it around, it's actually a really good thing to study if you're into how language works in real life. You can see how well it works in a conversation, not just because it looks nice, but also because it helps us share what we think, guide how people understand things, and really get through to them.

With pragmalinguistics, we look at how language actually works when people are talking. It's all about what the speaker means, what's going on around them, and how the person listening understands it. So, chiasmus is this really cool writing trick that does a lot of different things with how sentences are put together, what words mean, and how we use them. Folks often use it on purpose to try and convince you, show a difference, be sarcastic, or just make a point stick in your head. Chiasmus has been recognized since the 19th century as a linguistic term, but it has been recognised since antiquity as a linguisti phenomena (represented by names like antimetabole, antimetathesis, or antimetalepsis), especially because of its widespread usage in religious literature. Chiasmus allows for the parallel arrangement of parts while simultaneously establishing opposing effects and causal links. It should be noted that chiasmus is a constructive figure, commonly characterized by the intersecting placement of phrases in an AB/BA structure, though it can also take on more complicated stylistic shapes.

Putting the sentence elements in an inverse order result in a perfect cross, an X, which is a defining feature of chiasmus, as the following example illustrates according to Grothe.

*Never let a **fool Kiss** you
or a **kiss fool** you.*

Chiasmus can occur at various linguistic levels. It also serves a variety of purposes in literature, especially

poetry. Chiasmus is a translation of the postclassical Greek word *khiasmós* (χιάσμα), which implies crossing, or to mark with a cross (X). Chiasmus hence takes the shape of an X. In addition, the Greek letter X is represented by the chi in chiasmus. Grammatical, syntactic, semantic, rhetorical, and, lastly, stylistic viewpoints are used to characterise it. Dupriez defines chiasmus as the arrangement of segments made up of two syntactically similar word groups in reversed order, as demonstrated by the following citation from the world's greatest thinker, Aristotle.

*"We should behave to **our friends** as we would wish **our friends** to behave to us.*

Research from around the world shows us that chiasmus pops up everywhere you'll find it in books, political talks, religious writings, and even in the news. When we look at political speeches, it turns out that using repeating patterns and flipped phrases, like chiasmus, really helps people remember what's said and makes the message stick better. Those discoveries show that chiasmus really helps make messages stand out and easy to remember. A key thing about chiasmus, from a practical language standpoint, is how well it lets a speaker show what they really think. When you flip the order of words or ideas in a sentence, it's called chiasmus. This trick really brings out the differences or similarities between two things, almost like making a hidden judgment about one compared to the other. This kind of influence is pretty subtle, so the speaker can convince you without actually laying out a formal argument. It's just easier to get people on board when you're not being too pushy about it, especially if they might naturally push back against being told what to do.

Chiasmus really makes you zero in on certain ideas, doesn't it? It helps us think harder about things. That mirror like setup really kicks our brains into gear for spotting patterns, which makes whatever is being said stick in your head better and just generally easier to understand. Studies show that when we present information in a balanced, similar way, people

remember it about 20-25% better than when it's laid out in a straight line. Chiasmus really helps us remember things, which is why you see it a lot in slogans, sayings, and speeches when people want their message to stick.

Understanding what something means really depends on the situation, which is a big part of how we use language. How a chiasmus hits you really depends on the kind of convo you're in, what you expect to hear, and the whole vibe of the situation. When we look at literature, chiasmus really adds to the story's themes and makes it more artistic. But in politics, it's mostly used to convince people and make arguments sound more legitimate. You know, sometimes chiasmus really shines, but it's only when you get how it connects to the situation and what everyone already understands.

When people talk to each other, using chiasmus can actually help with things like softening a message, showing a bit of irony, or even building a sense of togetherness. When folks use balanced inversions, it can make their criticism seem a bit gentler, or it can give the impression that things are fair and even-stein. This feature is super important in conversations where keeping things friendly is just as big a deal as what you're actually trying to say. Chiasmus is pretty good at helping people say tricky things without sounding rude. The way chiasmus and how info is arranged really makes it more meaningful in actual conversation. Chiasmus can really mix up how we link ideas, changing what we focus on to fit what we're trying to say. When we change how sentences are put together, it helps us bring new info or something we want to compare right to the front. We can do this without messing up how everything flows in our conversation. See, this ability makes chiasmus a really flexible tool for arguments and explanations. We also noticed that chiasmus helps speakers show what they think without actually saying it directly. When we use inversion, it's like we're hinting

at approval, criticism, or even irony without actually saying it straight out. You might find that being a bit indirect can actually make things more flexible. It lets people guide how others understand what they're saying, all while staying polite or sidestepping a direct conflict. That kind of function really matters when you're dealing with tricky conversations.

What ends up happening, as we found out, is that context plays a big part in how things are actually interpreted. Same chiasm, different meanings it all depends on what kind of story it is, who's reading it, and where they come from. When you're looking at literature, chiasmus really adds to the theme and makes things sound nice. But in politics or media, it's more about convincing people and making their arguments seem legitimate. This really shows that what words mean in a practical sense comes from how they mix with the situation, not just from how they're put together.

Conclusion

Is that using chiasmus really makes your message stronger. It helps people remember what you say and can even make them more likely to agree with you. The way it's built, with that mirroring, really gets your brain working, helping you remember messages and figure things out. That's why it's so good when you need to be really clear and to the point. The study also points out that chiasmus lets speakers share their opinions and how they feel about things without being too direct. This makes it really useful for those delicate or strategic conversations. It is also important to consider that chiasmus really depends on its context. How chiasmus constructions actually work out in practice really depends on the type of writing, what the folks reading it expect, and what's going on in society and culture. This just goes to show you can't really get chiasmus without looking at the whole conversation.

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