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**THE EFFECTS OF EVERYDAY LANGUAGE ON THE FORMATION OF
IDENTITY AND MANIPULATION OF LANGUAGE**

Abstract

It is observed that accurate and valid reasoning rules of communication are consciously broken and that ideological, logical and practical fallacies are used in everyday language to persuade and manipulate individuals. This situation can be seen as an indication of the fact that due to the conditioning of our perceptual and interpretative processes in accordance with ideologies and common linguistic usage, we cannot approach our ways of reasoning objectively enough within the framework of truths which we do not question adequately. This kind of language usage not only leads to the formation of a popular culture but also isolates people from metaphysical thoughts. In conclusion, only the meaningless morphology of the language maintains its functionality in communication in accordance with personal expectations.

In this paper, which I prepared using empirical studies, I will make an attempt to reveal the relationship between linguistic theories, the relationship between language and culture and the manipulative power of language.

Key words: Daily language, Manipulation, Cultural belonging, Popular culture, Misleading

1.INTRODUCTION

In the formation, evolution and alteration of identity, the base is that the individual is identified with language use in social environment. Although this daily language doesn't reflect the essence of the characteristics of the individual, it is determined in empirical studies that it is used spontaneously in terms of oral communication. Bourdieu regarded the concept of identity as a performative discourse and he described all conscious and unconscious acquisitions of an individual as "habitus".(Bourdieu, 1991:223) the reflection of an individual's habits through language and the evaluation of daily language and cultural identity stems from the language serving as an object as a metalanguage.

Ideologies, personal and social interests lie in the basis of language-thought and manipulation: unsuccessful candidates in academic life state "All candidates like me, due to their political views, have failed so far," or " the jury members were oppressed because another professor is not wanted in the same professorship. These kinds of language use, with the instinct of self-defense, indicate the misleading aspect of an individual's perception and interpretation of

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reality process. That's why we can deduce that the most important factors why popular culture is developed is individuals are conditioned unconditionally.

2.LANGUAGE AND CULTURAL BELONGING

It is undebatable that there are contributions and ellipses of culture over language and language over cultural identity development. Both literary and daily languages are cultural treasures. Expressing an opinion about culture is only possible via language while we live in this treasure. This way of thinking reveals our awareness of our cultural belonging. The way our feelings, emotions and actions come out reveals themselves in words and sentences. However, the invention of new words for a readily used word is a resource data concerning the cultural change. (For further information see: Kaplan: 1992: 34)

Cultural belonging is individualized depending on one's character and tendency in social life through language, and this language leads the communication by affecting the character. Wilhelm von Humboldt's statement "The language is a soul of a nation, and the soul is the language," embodies this argument. It is possible to understand all characteristics, qualities of nations from their languages (Uralan 2010:19).

I will try to explain how the individuals are led by daily language, the formation of identity and the corpus I compiled via language-logic theory. It is well known that there are sharp differences between daily and written language. When compared, the number of vocabulary used in written language is more than the limited daily language vocabulary. It is brought out by media that the daily language vocabulary moves around 100 words. (Hızlan, Doğan, Hurriyet , May 5th, 2000 pg.25)

The issue I would like to point out here is the cultural change via the power of daily language in terms of pragmatic interpretation and cognitive-structural semantics rather than the accuracy or the inexactitude of natural, analytical linguistic propositions.

3.Study: a speech by a politician, language of an advertisement, an language of youth.

3.1.Hypothesis: research questions and method

It is an inevitable concern of every nation to protect the culture, which is a national saving in the process of history, and keep it alive. However, after 1980s in Turkey and in the world, period started devastating ideological codes. With modernization, indisputable and holly qualities lost their value and gave way to the concept "image". In this respect, we can detect the use of misleading statements. Media and cinema took their role in this trend and were effective with their implications via semi-implicit propositions. The answers are sought by means of research questions below in the field we can refer to as 'belonging to language and culture'.

1. In popular culture, by which language strategies are the implicational effects of ads realized?
2. Which tacit implicational strategies do the politicians use? How successful are their justification statements and arguments in manipulating the community?
3. A cognitive synthesis of the language of the young people growing up in popular culture.

As data base, I compiled a corpus-the talks between media and young people- and evaluated it in terms of logic and communication via discourse analysis. Hymes and

Gofman's discourse analysis, which intends to analyze interactional linguistic structure as a method, is taken into consideration.

SAMPLE 1 January 3rd, 2015 Prime Minister's Speech in Mersin

"I am from Mersin as well as from Konya. We are brothers, brothers by mountains, we announce Mersin as our brother city. Our policy is the policy of brotherhood and unity."

The notion of "brotherhood" mentioned in the sample is identified with geographical location and the location is personalized to make an implicational impression. With the deduction of "what the prime minister says is true", an effective implicational language strategy is used. We can suggest that cultural elements combined with daily language are political gifts through which emotions are featured.

Sample speeches by Süleyman Demirel

Example 1

In the 1990s, late politician Süleyman Demirel made his speeches during election campaigns in the following manner: "Oh you people of Aydın and its square, come on, let's look to the future in confidence, let's make our country's future bright, forget this period and start a new and bright future. Wouldn't you like it?"

Example 2

Follow those who will lead this country to salvation and well-being! That is who we are, if anyone else can claim this, follow them. Yet, ask them a question; "Mate, what have you done so far, how well have you performed?"!

Demirel: Do you want to get rid of unemployment?

People: Yes!

Demirel: Then, follow us!

Demirel: Do you want national and spiritual values to be protected?

Halk: Yes!

Demirel: Then, follow us! (*Süleyman Demirel'in Hitabeti, online*)

In discourses made through empathy lies the desire to see the other person not as a "subject", but as an object of conflict- in accordance with his expectations (interests). Features such as "discovering" or "making up" something "which does not exist in reality" are seen in the ideas and behaviors of a speaker who empathizes. When active and passive ideas are assessed here, we can determine that ideas expressed through empathizing are directed to third parties. The linguistic phenomenon, which is represented in the third persons, is directly related to the weakness of the empathizing person and it is relative knowledge and cultural accumulation that are revealed on the basis of virtual assumptions. (This is the accumulation itself). At this point, third persons may determine realities by evaluating diachronic events or exhibit emotional attitudes or behaviors due to ideological affiliation or belonging to a certain group. According to this phenomenon, which is referred to as "Theory of Mind" in literature, "Typisierung von Narration" emerges as a typical form of narration. Reduction of the topic at

hand to a specific point by third subjects or persons can be regarded as (Die Typisierung der Theory of Mind), i.e. empathy or empathy with a different expression. (Breithaupt 2012: 217)

SAMPLE 3 About the ad

-Can I have a look at the blue blouse in the shop window?

+Which one?

-In the front, on the right. The price...

+Try it on madam.

+It looks good on you and makes you look slim. If you wish you can have look at the color outside. This is one of the finest quality products we have here.

-How much is it?

+50.000.000 TL. We have only two left. The prices of the new products coming are high. You can't buy it with this price. I think you should buy it. Will you wear it now or do you want me to wrap it?

Explanation

The most important point in this dialogue is the use of subliminal structures. These subliminal structures are thought to be suppositions and implications. (Günay 2003:70). By highlighting the quality of the blouse with implications the price is kept hidden. When it has been detected that the buyer has a will to buy the blouse, expressing the quality and rarity of the blouse along with the price clearly shows that the price doesn't mean anything in the buyer's eyes.

Example 4

VW rolls and rolls... The Automobile(This is the car)

Example 6

-What' up? How is it going?

-Fine, the same

-So what do you mean?

(God knows) Vallaha. Just hanging around.

-What are you going to do to hang around.

-Just for fresh air. (wonder around)

-Forget it God bless.

-Come lets have tea.

Example 5

-I have a riddle for you kids.

-Come on, ask ask

-You can eat it at

-Breakfast, with tea

-What can it be?

-When I say biscuit...

-Now I found it.

-Now I found it.

-It's name always comes to mind.

-ETİ! ETİ! ETİ!

Explanation

Sentences in advertisement genre are related to each other in different ways. Compound sentences, sequent sentences and the sentences come before and after the other are in interaction and semantic unity. The same word is repeated several times to emphasize the inferential meaning in a sentence. While the repeated word “rollen” in German ad means that the car never gets old, “Eti” semantic and grammatical categories in Turkish ad (frequency, activity) shows with the perception of the children that the ad succeeded.

RESULT AND ASSESSMENT

If we assume the language as the supporter of cultural relations and culture itself with the samples in question, we can express the thesis that there may be variation between the reality and the language usage in social relationships. These language usages and messages in a way show the social change in the global economical and popular culture world. I consider the interpretation “people become faceless because they lose their origins, they become unprincipled because they lose their words” doubtfully.

The dilemma between the goals and tools attracts attention as the sign of mentality and attitude which hides itself behind the language usage. The social change and problems which this dilemma causes derive from the language and culture that is applied. In this respect, language and culture that we define as “ours” are actually variations that don't belong to us.

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