THE CONCEPT OF LINGUOPRAGMATICS

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Abstract: Linguopragmatics is one of the most promising areas of modern linguistics. As an integral part, it is included in the theory of language and is studied in the course of general linguistics. In this case, we aim to show how this theoretical discipline can be applied to the facts of speech, sometimes familiar, sometimes unexpected for the reader.

Key words: linguopragmatics, locution, ilocution, perlocution


Kalit so‘zlar: lingvopragmatika, joylashish, iloktsiya, perlokatsiya

Абстракт: Лингвопрагматика – одно из самых перспективных направлений современного языкознания. Как составная часть она входит в теорию языка и изучается в курсе общего языкознания. В данном случае мы стремимся
Лингвопрагматика is one of the relatively new trends in linguistics. It accumulated many achievements of rhetoric, stylistics, socio- and psycholinguistics. This direction is closely connected with the theory of speech acts and developments in the field of communication technologies. Linguistic pragmatics is of particular interest to those who deal with the problems of communicative effectiveness, public relations and advertising (in the broadest sense of the word), speech etiquette, theory and practice of translation, etc.

Modern sources define linguopragmatics as (Greek pragma – deed, action; genus pragmatos – deed, action) as a field of linguistics that studies the functioning of linguistic signs in speech in the aspect of the relationship “sign – sign user. Theoretical foundations of linguopragmatics were established in the 60s. 20th century the works of linguists-philosophers of the Oxford School (B. Russell, J. Austin, X. Grice, J. Searle). The book “Speech acts. An Essay on the Philosophy of Language” appeared in 1969 and became an important stage in the development of pragmatic theory. By the 60s and 70s of the century, for the formation of linguistic speech as a science of language in its living functioning, objective prerequisites have arisen – the ability to easily receive, store and analyze tape and video recordings of speech communication.

The goa– of linguopragmatics is "the study of language in context" – social, situational, the study of language as a means of communication. Each component of the text has its own pragmatic significance. The obligatory pragmatic plan of each text takes into account the fact that the text is formed primarily as a unit of
communication with a specific purpose. If there is no purpose, the text loses its communicative features.

It is impossible to imagine the pragmatics of the text without the addressee and the addressee. The sender, as the creator of the text, has his own goals, tastes, preferences, which is embodied in the transmitted message. The addressee dictates the choice of vocabulary and structure of the text. The role of the addressee determines not only the social and etiquette side of speech, it forces the speaker to take care of its organization, that is, the processing of speech is also subject to the factor of the addressee [3, 358].

Another component of pragmatics deserves attention – the meaning of the addressee’s attitude. When planning the solution of his communicative tasks, the addressee forms the text, which is realized in its division into certain parts, each of which is characterized by semantic fragments.

When creating a text, the sender selects sentences to achieve his goal, but at the same time, this choice is also determined by the intention of the addressee – the expectation of certain information in the text. Intention is the intention of the sender of the message, the purpose of which is to influence the recipient of the message [10, 16]. It is to the sphere of mental activity that we refer the intention of the author.

The next step in the formation of the text is a pragmatic setting, which is already implemented in the text verbally with the help of language tools that are filled with pragmatic elements. Moreover, these pragmatic elements are a system of language units that are located at all levels and are combined in one text with one goal – to influence the addressee.

The pragmatic content of the text is the content that emphasizes the conditions and purpose of conveying the meaning of the text. This content gives the correct direction to the text, reveals the interaction between the addressee and
the addressee, and, together with the semantic content, is transmitted to the addressee. It is the pragmatic content that is associated with pragmatic influence, the purpose of which is to implement the communicative attitudes of the addressee. In addition, the pragmatic content contains the main idea that guides the thoughts of the addressee and causes the planned reaction. Pragmatic content is directly related to the author’s intention, which determines the choice of units and principles of the language structure of the message. In this regard, we emphasize the importance of understanding the intent of the addressee. The pragmatic content is largely influenced by the type of addressee, since understanding requires not only life, but also linguistic experience. The addresser has no chance of getting a pragmatic effect if the addressee does not understand the message sent. That is why the behavior of partners in a situation must be determined in advance. What is in the future situation should be accessible to the perception of all partners [5, 37]. Here it is appropriate to add the main conditions for the correct interpretation of the text: the completeness of the text, the correctness of the language and the sufficiency of non-linguistic factors, such as the general knowledge of the communicants about the situation [8, 132].

The last component of pragmatics is the pragmatic effect. The pragmatic effect is “the resultant of those forces of the text that correspond to its functional and target characteristics” [13, 147]. Very often, the pragmatic effect is understood as the adequacy or inadequacy of communication. Let’s call such adequacy pragmatic and derive a regularity: pragmatic adequacy increases with an increase in the degree of perception of the text. Therefore, if we talk about the pragmatic value of the text as a whole, then it depends, first of all, on the pragmatic effect or, in other words, on the influence of the text on the behavior and emotions of the addressee.
Modern linguistics interprets human speech as an activity of the subject (the speaker), which involves a certain impact on the object (the listener) and is carried out to achieve a specific communicative goal. In accordance with this, speech activity is carried out through separate speech acts, each of which has its own specific focus.

In his collection of lectures The Word as Action [Austin, 1975, URL], Austin distinguishes three levels in the structure of a speech act:
1. **Locutionary act** – the act of “speaking” in the full sense of the word. The pronunciation of sounds belonging to a commonly understood language code, the construction of statements from the words of a given language, its correlation with reality. At the stage of locution, a meaning is laid in the speech act.
2. **Illocutionary act** – is a means of expressing the communicative intention of the speaker. Austin introduces the definition of illocutionary force, thanks to which the addressee understands how he needs to recognize the statement, and the means of expressing this force are illocutionary (performative) verbs – verbs actions that carry the communicative goal of the speaker, because pronouncing the performative, the speaker performs the action: “I congratulate you on your anniversary!” At this stage, the speech act is given purposefulness, meaning is laid in it.
3. **Perlocutionary act** – an intentional, purposeful effect produced by the speaker on the listener to achieve a specific result. A speech act is considered perlocutionary if it is considered in terms of the real consequences of its implementation; thus, the perlocutionary act contains the consequences of the utterance.

The analyzed components of pragmatics do not act in isolation, they can represent a whole chain of interrelated components. The “trigger” for the interconnection of these components and for the formation of communication can be the intention of the addressee. It is realized in the text and goes to the next stage
– the pragmatic setting of the text, on the basis of which the pragmatic content of the text is formed, which creates a pragmatic orientation of the text and helps to realize the pragmatic effect [10, 11].

Due to this analysis, we come to the conclusion that it is the pragmatic attitude that is the key moment of the pragmatics of the text.

Reference


