PRAGMALINGUISTICS: EXPLORING THE SOCIAL DYNAMICS OF LANGUAGE USE

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Abstract
This article provides a comprehensive overview of pragmalinguistics, a subfield of linguistics that explores the intricate relationship between language and social context. The author delves into key concepts within pragmatics, such as speech acts, politeness strategies, and conversational implicature, elucidating how language is used to convey meaning beyond literal interpretation. The practical implications of pragmalinguistics in language teaching, cross-cultural communication, and discourse analysis are discussed, highlighting its relevance in enhancing communicative competence and navigating diverse linguistic landscapes. The article also touches upon current research trends in pragmalinguistics, underscoring the evolving nature of language use in society. Overall, this insightful piece offers valuable insights into the social dynamics of language and the role of pragmatics in shaping effective communication strategies.

Keywords: Pragmalinguistics, linguistics, cross-cultural, pragmatic "fetishism", the teachings of N. Chomsky.

Introduction

Language serves as a fundamental tool for human communication, enabling individuals to express thoughts, feelings and ideas, as well as navigate social interactions. However, the use of language extends beyond mere information exchange; it is also influenced by a complex interplay of social and cultural factors that shape how individuals communicate and interpret meaning. Pragmalinguistics, a subfield of linguistics, delves into this intricate relationship between language and social context, examining how language is utilized to achieve specific communicative goals and how it is molded by cultural norms and social conventions.

At the core of pragmalinguistics lies the study of pragmatics, which focuses on how language is employed in context to convey meaning that goes beyond the literal interpretation of words. One crucial concept within pragmatics is speech acts, which refer to the actions performed by speakers through their utterances. For instance, when an individual states "I promise to be there on time", they are not merely stating a fact but are also committing themselves to a future course of action. Understanding speech acts is essential for deciphering the intentions behind a speaker's words and responding appropriately within a conversation.

Pragmalinguistics as an independent direction in world linguistics began to take shape in the 60s and 70s of the 20th century, but it developed much later in Uzbek linguistics. It has

been overlooked by linguists for a long time. In particular, in this regard, initially one or two studies in the form of articles from the beginning of the new century showed, later special monographic works appeared [Hakimov, 2000: 28; Nurmonov, Hakimov, 2001: 54-57; Hakimov, 2001:49; Safarov, 2008:300].

"Pragmatics" means "work", "action" in Greek, and in fact, the philosophical view of this concept extends even further than the times of Socrates. This term, which was first widely used among the Greeks, was later observed in the views of J. Locke, E. Kant, etc. The ideas of pragmatism, which began to develop in the 20s and 30s, were widely promoted in America and Europe by CH. Pierce, R. Morris, L. Wittgenstein's views should be emphasized.

Pragmatics, as one of the theoretical and practical branches of linguistics, studies the speech process embodying the social activity of a person, the concepts related to the communicative intention manifested by the influence of the speech situation. Pragmatics studies the relationship of the speech act with the immediate text. The main object of study of pragmatics is the diverse relationship between the speech act and the text [Nurmonov, Hakimov, 2001:55].

Lyons says: "Pragmatics describes the use of appropriate linguistic units in communication for the purpose of persuading the hearer to accept the information as intended by the speaker. Pragmatics is concerned with determining the role of linguistic devices in interpersonal communication." T.V. Kolshansky said that the speaker cannot express certain information separated from the characteristic features of the feelings of the subject. Emotions are in tune with the content of the speech, and all judgments are focused on the specific listener. It is the characteristics of the subject's speech directed at the listener - all the colors in the speech - collectively called pragmatics. So, the form of pragmatics as a science is based on the criteria of functional expression of language signs in various processes of speech and its realization and understanding. Pragmatics is composed of elements that reflect the realities of the objective world, and the object of its analysis is the speaker-subject, the person to whom the speech is directed, that is, the listening subject, the addressee who sends a message, the addressee who receives a message, mutual connection in communication, relationship, speech issues related to act, text, communication, communication situation are included. The aim of linguistic pragmatics is "the study of language in context". This is directly reflected in the social and situational study of language in the process of communication. This "element" is the "cream" of science in linguo-pragmatics, as linguistic analysis aims to study the nature of language and its practical activity.

Another significant aspect of pragmatics is politeness strategies, which dictate how speakers demonstrate respect, deference, or solidarity towards others in their interactions. Politeness norms can vary across cultures and social contexts, leading to differences in communication styles and expectations. For example, what may be considered polite behavior in one culture, such as using indirect language to make a request, may be perceived as overly formal or evasive in another. Pragmalinguistics aids in navigating these cultural nuances and comprehending how politeness norms influence interactions with others. Conversational

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implicature is another pivotal concept in pragmatics that explores how speakers convey meaning indirectly through implication and inference. For instance, when someone remarks "It's cold in here", they may be implying that they desire the temperature to be adjusted without explicitly stating it. Conversational implicature enables speakers to communicate subtly and efficiently, relying on shared knowledge and context to convey their intended meaning. Pragmalinguistics also illuminates the role of context in shaping linguistic meaning, highlighting how situational factors such as the participants' relationship, setting, and shared knowledge impact the interpretation of language. By considering these contextual cues, individuals can better comprehend how language operates in real-world interactions and avoid misunderstandings stemming from misinterpreting communicative intentions.

The practical implications of pragmalinguistics are extensive, with applications in language teaching, cross-cultural communication, and discourse analysis. In language teaching, an understanding of pragmatics can assist learners in developing communicative competence by teaching them how to use language appropriately in diverse social contexts. In cross-cultural communication, pragmalinguistics provides valuable insights into how cultural norms and values influence communication styles and expectations, aiding individuals in navigating intercultural interactions more effectively. In discourse analysis, pragmalinguistics offers a framework for examining how language constructs meaning and power dynamics in written and spoken texts. Current research trends in pragmalinguistics continue to explore new avenues of inquiry, such as the impact of technology on communication practices, the role of identity and power in shaping language use, and the ways in which linguistic diversity influences social interactions. By staying abreast of these developments, researchers can deepen our understanding of how language functions in society and contribute to the development of more effective communication strategies.

One of the areas where pragmalinguistics is useful is the field of informatics and computer linguistics, which deals with the automation of educational and translation activities and the application of information technologies to them. In recent years, a number of studies devoted to studying the research subject of linguopragmatics~pragmalinguistics, which are equally related to language and speech systems, have been carried out. Among them, there are works related to the linguo-pragmatic aspect of speech. However, the linguo-pragmatic aspect of most units of all linguistic levels has not yet been fully revealed in this field.

In recent years, a linguist who does not use the term "pragmatics" has not aged no exaggeration. As a result, a kind of pragmatic "fetishism" situation appeared and was fulfilled in addition to the use of the term in research, some information about its content getting harder to find. If necessary, whatever the term is, it is based on it. It is a word that leads to a narrowing of the concept. "Language is not simply a neutral medium for the exchange of information, but an active tool that shapes our understanding of the world and our interactions with others" - Deborah Tannen. In many cases of American linguists try to rely on the teaching of N. Chomsky in the analysis of every phenomenon related to linguistic activity what they do is noticeable. Pragmalinguistic studies are no exception. Speaking

demonstration of the content of the proposition and the communicative purpose based on the execution of actions J. Cutts, who studied the relationship of (illocution), studied the subject of pragmatics in Chomsky's teaching he sees linguistic ability and speech performance as opposed to activity. He is pragmatic the theory makes it possible to limit the meaning of sentences according to their pronunciation in a certain environment (context). "Grammar is the study of the structure of sentence types, and pragmatics rather, the construction of linguistic structures, their grammatical properties and relationships does not deal with lighting. Pragmatic theories of sentence marking and propositional text they learn that compatibility is reasonably ensured by the speaker and the listener. That's it in contrast, pragmatic theory is a certain part of the theory of speech activity (performance). Narrowing the scope of pragmalinguistic research to this extent only with speech performance. Limitation is probably nothing more than leading the theory down a narrow street. Such in this case, linguistic analysis is separated from its foundation - language. Undoubtedly, linguistic activity the social environment, communication situation plays an important role in its occurrence and is being formed the content of the unit is revealed and defined in the text or context. Russian linguists N.D.Arutyunova, Yu.S.Stepanov's pragmatics of artistic communication subjective characteristics, ways of expressing the "I" of its creators in the text they suggested to look at it as a learning theory. Pragmatics to the speaker's reality, linguistic unity of the relationship to the information content and the addressee (listener, reader). As a science (theory of speech effect) that determines the power of influence, which takes place in its content there are no imaginers either. Dutch scientist T.A. van Dyck and his followers are linguistic theoretical clarification of the issue of "suitability" of speech devices for communication situations believes that the purpose of pragmatics. The main function of this theory is speech acts creating cognitive content, remembering them and in a certain socio-cultural environment the problems of using the language system and thus forming a communication model is learning. "The study of language in use is crucial for understanding how communication works in real-life situations and how meaning is constructed through linguistic interaction" - John J. Gumperz. So, attempts to define the subject of pragmalinguistics continue. There are many definitions of this field, but none of the definitions mentioned above one that can reflect the content of the main concepts of this branch of linguistics cannot claim the generality of the level.

In conclusion, the study of pragmalinguistics sheds light on the intricate interplay between language and social context, emphasizing the multifaceted nature of communication beyond mere information exchange. By delving into key concepts such as speech acts and the influence of cultural norms on language use, researchers can better understand how individuals navigate interactions and convey meaning effectively. The evolution of pragmalinguistics as a field of study, both globally and within Uzbek linguistics, underscores its growing significance in unraveling the complexities of human communication. Through the lens of pragmatics, we gain a deeper appreciation for the dynamic nature of language and its pivotal role in shaping effective communication strategies in diverse linguistic landscapes.

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