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LINGUOPRAGMATICS: COMMUNICATIVE INTENT AND FUNCTIONAL FACTORS IN SPEECH ACTIVITY

Sharipova Nilufar Khalilovna
Associate Professor, University of Economics and Pedagogy,
Kamolova Umida
Student of University of Economics and Pedagogy,

Abstract. This article scientifically analyzes the theoretical foundations of linguopragmatics, the stages of its formation and its role in speech activity. It also covers the use of language units in a communicative situation, the relationship between the subject and object of speech, and the mechanisms for the formation of pragmatic meaning.

Keywords. linguopragmatics, speech activity, communicative intention, language units, speech act, semantics, functionality.

Introduction. In today's globalization, the increasing interaction of different peoples and cultures requires the study of language phenomena from a new perspective. Each nation has its own language system, speech habits and communicative strategies. Therefore, one of the urgent issues in linguistics is the study of language units not only structurally, but also from the point of view of their functional use in the real speech process. Linguopragmatics was formed as a result of this need, and it studies speech activity inextricably linked with the human factor.

Theoretical foundations of linguopragmatics. The term "pragmatics" comes from the ancient Greek word meaning "action" and "activity", and is aimed at studying the practical use of language units. This direction was initially formed within the framework of philosophical views, and later became an independent linguistic branch. At the end of the 19th and beginning of the 20th centuries, the pragmatic approach developed and began to occupy a special place within semiotics. During this period, the meaning of language signs began to be interpreted in connection with the results of their real use. It is this approach that constitutes the main methodological foundation of pragmatics. In the 30s of the 20th century, pragmatics was separated as a component of semiotics and formed as a new research direction in linguistics. In this process, speech act theory, reference issues, and the analysis of communicative meaning gained importance

Speech activity and communicative intention. Speech activity is at the center of linguopragmatics. The speech process is determined not only by grammatical and semantic knowledge, but also by the communicative purpose and situation. Therefore, the speech competence of a speaker includes not only his knowledge of the language system, but also his ability to use it appropriately.

Communicative intention is the main component of a speech act. Each speech unit is aimed at a specific goal, it performs the function of influencing the listener, conveying information or expressing an attitude. From this point of view, speech acts are directly related to human social activity.

The relationship between semantics and pragmatics

The difference between semantics and pragmatics is one of the important scientific issues in linguistics. While semantics studies the lexical and grammatical meaning of language units, pragmatics analyzes how these units acquire meaning in a specific speech situation. The same language unit can have different meanings in different communicative situations. This indicates that pragmatic meaning depends on the context. Therefore, in order to fully understand a language, it is necessary to take into account not only its semantic system, but also its pragmatic features.

Pragmatic meaning and national-cultural factors

Pragmatic meaning is closely related to the worldview, mentality and cultural values of the speaker of the language. The speech habits of each people reflect its social experience and cultural characteristics.

In particular, phraseological units play an important role in enhancing imagery and emotional expressiveness in the speech process in the Uzbek language. Through such units, the speaker expresses his attitude more clearly and effectively. Metaphor, irony and other stylistic means also serve as important tools in the formation of pragmatic meaning. They increase not only the content of speech, but also its impact.

Conclusion. Linguopragmatics is one of the important areas of linguistics, which studies speech activity in connection with the human factor. This approach allows for a deeper understanding of the function of language units in real communicative situations. For the effective use of language, not only semantic knowledge is not enough, but also speech strategy and communicative skills are necessary. Therefore, linguopragmatic research is important as one of the current areas of modern linguistics.

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