

## BASIC PRINCIPLES OF COMMUNICATIVE PRAGMATICS

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### Annotation

The given article is devoted to the basic principles of communicative pragmatics. The main objective of the article is to study the interaction between linguistic means and communicative-pragmatic goals and to find effective approaches to verbalization that take into account the peculiarities of the context and communicative situation.

**Keywords:** Communicative pragmatics, semiotics, pragmatic factors, linguistic expressions, statements.

Pragmatics is a section of semiotics. It studies the peculiarities of the use of signs in communication, the relationship of signs to the interpreter.

Pragmatic factors include the most diverse information. This information makes it possible to establish the meaning of linguistic expressions and statements in a given situational (pragmatic) context.

H. B. Voloshinov gives such an example. Two sit in a room. Silent. One says: So! Tak taken in isolation has a meaning, but it has no meaning, since it can correlate with any situation and take any meaning in this situation. The meaning of the statement is clarified only if the situation of communication in which the expression is uttered is specified. Suppose, continues N. V. Voloshinov, that at the moment of conversation the interlocutors look out of the window and see snow, and they know that it is already May and that it is high time for spring; the prolonged winter is annoying, and they are upset by the late snowfall. As a meaningful whole, an utterance thus consists of two parts: the verbally realized (actualized) part and the implied part.

This kind of "bracketed knowledge" enters the interpretation as an implicit component of the utterance. But it can hardly be justified semantically, since there are no semantic rules by which it can be associated with the explicit content of an utterance.

Take the utterance Cold! Out of context, this linguistic expression can mean anything: in the address of a coquette to a suitor - "give me a hug", in the address of a wife to her husband - "we should glue the windows", in the address of a superior to a subordinate - "close the window", "bring hot tea", etc. As a variable, the meaning of an utterance thus depends on the conditions of use, or, more precisely, on the pragmatic context and the typical scenario associated with it, which models, in accordance with the distribution of roles in the society, the behavior of the actors - in our case, suitors, husbands and subordinates.

As another example, let's take this conversation in public transportation:

- What time is it?
- I am happy (she)

Correct understanding of the words included in an utterance does not exclude misinterpretation. It is possible to understand why a random fellow traveler responds to a request for information about the time of day by acknowledging that she is in the best of spirits only against the background of the well-known "winged" phrase Happy people don't watch the clock. In the absence of such a background, the statement I am happy is perceived as anomalous, as not meeting the requirements of "cooperative" communication, compliance with which is required, according to G. P. Grice, from the participants of communication.

Indeed, along with the functional system of language, other "systemic instances" (F. Rastier) have to be taken into account in the interpretation of linguistic works. And not only because every communicative situation is modeled according to some typical scenario, but also because the specific lexico-grammatical support, which the language has at its disposal to denote relations within the situation, is brought into conformity with the generally accepted convention of how to behave, how to understand and what to say in such a situation. For example, when an indignant customer says to a salesman: "You weighed me!", it is assumed that salespeople should not weigh customers. In such an understanding, the implied part of the statement is consistent with the system of opinions and perceptions established in the society. Social norms thus act as a function of pragmatic presupposition.

The tasks of pragmatic research also include the definition and types of speech acts, presupposition, the relationship of the system and its realization, the relationship of semantic and syntactic descriptions of the sentence with the level of utterance and, consequently, with such extralinguistic factors as the speaker, time and place of speech, the description of contextual conditions that determine the content of the sentence when it is included in speech, the establishment of the roles of communication partners, the influencing aspect of language and a number of others.

The wide range of problems, correlated with pragmalinguistics, indicates that linguistic pragmatics does not exist today as an independent, integral direction with a clearly delineated and accepted by all research program. The modern stage of its development allows us to speak about the existence of several different currents, "united only by the most general idea of the necessity to take into account the human factor in linguistic research".

If in the early works on pragmatics the linguistic sphere of utterance itself was pushed to the background, the impact of the language message was evaluated as its content, then the latest studies are aimed at discovering the linguistic features of the communicative act, which contribute to the implementation of the language of its

speech function.

Thus, there is a need to study different-level units of the language system from the point of view of their involvement in the fulfillment of pragmatic tasks. In this connection, grammatical facts are particularly relevant in terms of pragmalinguistics, since grammar plays an important role in the speech realization of linguistic means - it formalizes the structure of an utterance. On the other hand, this perspective opens a new perspective of analyzing grammatical phenomena, their communicative-intentional side is put in the foreground.

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