

THE ROLE AND PLACE OF THE PRAGMATIC VALUE IN THE SEMANTIC STRUCTURE OF THE WORD

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Abstract: Pragmatics or pragmalinguistics, one of the stages of linguistics, rich in new and topical problems, is characterized by a communicative approach to language. This means that language is seen as a means of communication, and the communicative function of language is recognized as its main function. Communicative linguistics studies language activity as a speech activity as a language of use.

Keyword: pragmalinguistics, semantic, communicative-pragmatic situation, literal meaning, indirect meaning.

The lexical meaning of each individual lexical-semantic variant of a word is a complex unity. The composition of its components is convenient to consider using the above principle of division of speech information into information constituting the subject of the message, but not related to the act of communication, and information associated with the conditions and participants in communication. Then the first part of the information corresponds to the denotative meaning of the word, naming the concept. The second part of the message, associated with the conditions and participants of communication, corresponds to connotation, which includes emotional, evaluative, expressive and stylistic components of meaning. The connotative aspect of the lexical meaning includes several components, which can include emotionality, evaluation and intensity. Studies have proved that we can talk about the reality of existence in the semantic structure of the word and pragmatic meaning as one of the types / components of meaning. Word pragmatics refers both to a single aspect of the structure of word meaning and pervades all its aspects, including the conditions of word usage.

Now we can already talk about the possibility of classifying pragmatic components of meaning according to two principles: 1) by correlation with a certain aspect of the word meaning; 2) by correlation with the external parameters of the communicative-pragmatic situation, which encode these components in the language signals.

Thus, the question of the relation of pragmatics and pragmalinguistics has no unambiguous solution. Some scientists consider pragmalinguistics as a linguistic branch of pragmatics, whose task is the description of signs and their combinations in communication; others consider it as a "pragmatic component of language theory,"

along with phonetics, semantics, syntax; others speak of the "primacy of the pragmatic component of linguistics". There are also such scientists for whom the terms "pragmalinguistics", "pragmatics" and "text theory" are equivalent. The contradictory understanding of the subject of pragmalinguistics is due, first of all, to the complex history of the formation of pragmatics.

Pragmalinguistics is distinguished as "the field of linguistic research, having as its object the relation between language units and conditions of their use in a certain communicative and pragmatic space, in which the speaker/writer and listener/reader interact and for which specific indications of place and time of speech interaction, goals and expectations associated with the act of communication are important".

Pragmalinguistics is defined as the science that deals with the selection of the most optimal means available in the language for the most successful impact on the listener or reader, to effectively achieve the intended goal in the specific circumstances of speech communication. Within the theory of speech acts speech act is defined as a way for a person to achieve a certain goal or as a purposeful speech action, performed in accordance with the principles and rules of speech behavior, accepted in society.

One of the problems of pragmalinguistics is the distinction between semantics and pragmatics. This distinction in linguistic description should be based on the distinction between the meaning and the use of words in speech communication. According to D. Wunderlich, semantics studies literal meaning, while pragmatics deals with all kinds of indirect meaning, as well as with the results of the act of speech, i.e. the conclusions the listener draws from the words of the speaker, his subsequent reactions, etc.

J. Leach offers several postulates for distinguishing between semantics and pragmatics, but in his most recent work he concludes that the two disciplines should be seen as complementary. "Both semantics and pragmatics are concerned with the meaning of a linguistic sign, but the distinction between them is interpreted in terms of different understandings of the verb "to mean." Semantics answers the question "what does signify?" Pragmatics answers the question, "What do you mean by using the word?"

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