LINGUAPRAGMATICS' SIGNIFICANCE IN CONTEMPORARY LINGUISTICS

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Annotation. *Pragmatics is a relatively new field in linguistics, which focuses on learning language in action, that is, in real communication situations. It is not just a theoretical study of language structures, but an analysis of how people use language to achieve different goals in everyday life.*

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Pragmatics studies the use of language taking into account the age, gender, social status and professional characteristics of the communicants, as well as the specific conditions and goals of the speech act. One of the more recent subfields of linguistics is linguistic pragmatics. It has accumulated many achievements of rhetoric, stylistics, socio- and psycholinguistics. This area is closely related to the theory of speech acts and developments in the field of communication technologies. Pragmatics is of particular interest to those who study the problems of communicative effectiveness, public relations and advertising (in the broadest sense of the word), speech etiquette, the theory and practice of translation, etc.

The very concept and term "pragmatics" (from the Greek root meaning 'action', 'business', 'benefit') were introduced by the American scientist Charles Morris in the late 1930s. Morris's theory of the sign consisted of three parts: semantics, i.e. the relationship of signs to objects, syntactics, i.e. the relationship between signs, and pragmatics, i.e. the relationship between signs and the speaker. It can be shown using simple examples that these aspects of the meaning of a word are autonomous, independent of each other[1].

Why is Linguapragmatics important?

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[1] Ján Horecký "Components and Dimensions of Linguistic Sign" p17

Understanding how language works in the real world, rather than only in abstract language models, is made possible by linguistic pragmatics. In order to provide a more thorough knowledge of language processes, it integrates linguistics with other disciplines including sociology, psychology, and anthropology.

Pragmatics is one of the most promising areas of modern linguistics. As an integral part, it is part of the theory of language and is studied in the course of general linguistics.

Today, pragmatics is a part of general semiotics and even philosophy, so we will analyze further specifically about linguistic pragmatics, or in a word – lingua-pragmatics. This area of knowledge was formed in connection with the emergence of speech act theory in the 1960s and 1970s; and at its origins were logicians – the Englishman John Austin, the American John Searle, and others. (The term "pragmalinguistics" is often used as equivalent to the term "lingua-pragmatics.")[2].

What does lingua-pragmatics do in practice? In short, it is the study of the behavior of linguistic signs in real communication processes. "Pragmatics is a field of research in semiotics and linguistics that studies the functioning of linguistic signs in speech"[3]. In more detail, the scope of this discipline includes the analysis of the explicit and hidden goals of an utterance, the internal attitude of the speaker and the readiness of the listener to "go to meet" in achieving the desired meaning; the study of types of communicative behavior: speech strategy and tactics, rules of dialogue aimed at achieving effective communication, the use of so-called "indirect" speech acts and various techniques of language play. "Pragmatics concerns both the interpretation of utterances and the choice of their form in specific conditions"[4]. This definition contains, as it were, two points of view on the pragmatic aspect: the position of the speaker (choice of form) and the position of the listener (interpretation of the utterance). An extremely important condition for identifying the pragmatic aspect of meaning is the understanding of the place that the speaker assigns to himself in the linguistic world. The center of this world is the "I", and the local and temporal coordinates, so to speak, the starting points in the organization of reality, are "here" and "now". This egocentrism of the speaker finds diverse manifestations in speech, and all the corresponding linguistic units and constructions are united under the banner of pragmatics.

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[2] Mukhamedova Shakhlo Muhammadalieva "Linguopragmatic components of texts of folk poetic discourse(based on texts of world folk conspiracies)"
[3] Linguistic Encyclopedic Dictionary(1990)
[4] Makhmudova Sabina Avazjonovna "Pragmatics as a part of language and culture" p11

The focus of pragmatics is on the possibilities of selecting one linguistic unit from a certain range. "This selection shows which elements of reality, which of their properties and relationships have priority significance in the speech consciousness of people speaking a given language"[5]. In this case, pragmatics is omnipresent, it covers all linguistic levels: this aspect can be found in morphological phenomena (word forms) and syntactic ones (sentence models, subordination and composition structures). But the most natural sphere of its "localization" is vocabulary. This refers to the peculiarities of using words with evaluative coloring, synonyms and euphemisms, terms and jargon, etc. It has already been said that with the same attitude to the object (semantics) and even the same compatibility (syntax), signs can differ exclusively in their pragmatic aspect.

Finally, pragmatics plays an important role in modern linguistics because it allows us to better understand how language functions in the real world and how it relates to other aspects of human experience.

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5. Alyona Korneeva1, Tatyana Kosacheva2, and Oxana Parpura3 "Functions of language in the social context"

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