



PRAGMATICS AS A PART OF LANGUAGE AND CULTURE

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Annotation

Greeting- is expressive speech act, and refers to socio-pragmatics. The typical L2 classroom usually provides too little examples of this extremely important phase of communication. Just knowing the words of a language is only one part of speaking it, it is equally important to know how and where to use and interpret them. Greeting is a speech act that child is taught explicitly in his native language. The importance and communicative function of greeting is often understood as subordinate. It means that greetings are used to support the ultimate goal of communication. Language classrooms often neglect teaching greeting appropriately, there is no enough attention to the role of greeting, but greetings play a great role in a different cultures and communities and may affect the ultimate goal of communication. The form of the greetings depends on the context, and context here considers the relationship between the people. Success in delivering greetings appropriately can be taught and assessed in a classroom context, but the general aim is to teach students how to behave themselves in unexpected situations in the real world.

Keywords: pragmatics, greeting, communication, culture, goal, relationship, situation, authenticity.

Introduction

pragmatics is a branch of linguistics that is responsible not only for the knowledge of the language as such, but also for the correct and timely use of it. Teaching and assessing speech acts is unique, because the only way to know whether students “get it” – is to see them in unplanned situations. Pragmatics includes many aspects: culture, demeanor, gestures, the ability to maintain social distance, and much more. For example, facial expressions and facial expressions in different countries can be interpreted in different ways, which is why knowledge of at least elementary rules of pragmatics will allow a person not to get into an awkward situation and feel and behave naturally even in the most unexpected moments.

Linguistic pragmatics is one of the most promising directions of modern linguistics. As an integral part of it enters into the theory of language and is studied in the course of general linguistics. But in this case, the manual aims to show how this theoretical discipline can be applied to the facts of Russian speech, sometimes familiar, sometimes unexpected for the reader.

The main source of material was the texts of Russian fiction from Herzen to Akunin, because they, with on the one hand, are documented (recorded in writing), and with on the other hand, they are pragmatically saturated. Linguistic pragmatics is one of the comparatively new directions in linguistics. It accumulated many achievements in rhetoric, stylistics, socio- and psycholinguistics. It direction is closely related to the theory of speech acts and developments in the field of communication



technologies. Linguopragmatics presents of special interest for those who deal with the problems of communicative efficiency, public relations and advertising (in the broadest sense of this word), speech etiquette, theory and practice of translation, etc. Linguopragmatics studies language use taking into account age, gender, social status and professional characteristics communicating, as well as the specific conditions and goals of the speech act. Pragmatics. What is the name of a very active and naughty child in Russian? You can say (about the same boy): a fidget, a fidget, an arrowhead, a tomboy, the leader of the Redskins, a daredevil, and even descriptively, with a phrase, - there is no control over him ... At the same time, we feel how the names consistently increase the negative assessment that the speaker gives to the behavior of this child. Turns out that the choice of a specific word here depends not so much on the object itself, how much of our relationship to him. The attitude to other signs here is syntactic, attitude to people - pragmatics, attitude to meaning (sense) - semantics. G. Klaus distinguishes the relation of the sign to the object itself (referent) - this is sigmatics - and the attitude to the concept of it (the reflection of the sign in our consciousness) is semantics. Later, this scheme was also improved in accordance with the fundamental opposition "language - speech". It turned out that the meaningful components of a word (typical sign) are organized by two axes, as if along two watersheds: "relations that do not depend on use, - relations depending on the use" and "intra-linguistic relations - extra-linguistic relations". Today pragmatics is part of general semiotics and even philosophy, so we will talk further specifically about linguistic pragmatics, or in one word - linguopragmatics. This the sphere of knowledge was formed in connection with the emergence in the 1960s and 70s the theory of speech acts; and its origins were logics - the Englishman John Austin (J. Austin, 1986), American John Searl (J. Searl, 1986) and others. (Often as equivalent to the term "linguopragmatics" use the term "pragmalinguistics"). What does linguopragmatics do in practice? In short, this is the study of the behavior of linguistic signs in real processes. communications. Here is the most general definition according to the "Linguistic Encyclopedic Dictionary" (1990): "Pragmatics - the area research in semiotics and linguistics, which studies the functioning of linguistic signs in speech. "

Literature Review

It should be noted that the term "pragmatics" was first voiced in the 30s of the XX century by the linguist C. U Morris in order to designate one of the three sections of semiotics. Nevertheless, the very phenomenon of the pragmatic aspect was first elucidated and considered with the possible thoroughness of Piers C.S. back in the 19th century. The meaning of these studies is that a word, a sentence and any vocal thought is not such in itself, but due to a certain use in speech and community. For several decades after Peirce, despite the wide interest in topics related to language and sign systems, pragmatic issues were hardly touched upon by researchers. Most of the works in the field of semiotics, linguistics and philosophy of language focused on the syntactic-semantic approach. A surge of interest in pragmatics (mainly linguistic) arose already in the second half of the 20th century and was associated with developments within the framework of analytical philosophy (see Analytical philosophy). The first significant events that testified to this were, firstly, the late works of L. Wittgenstein, and secondly, the theory of speech acts by J. Austin.



If we talk in more detail, then the scope of this discipline includes analysis of the explicit and hidden goals of the statement, the speaker's inner attitude and the listener's readiness to "meet halfway" in achieving the desired meaning; study of types of communicative behavior: speech strategies and tactics, rules of dialogue aimed at achieving effective communication, the use of so-called "indirect" speech acts and various techniques of the language game. "Pragmatics concerns both the interpretation of statements and the choice of their form in specific conditions" (V. G. Gak, 2009). An extremely important condition for highlighting the pragmatic aspect of meaning is the understanding of the place that the speaker assigns himself in the linguistic world. The center of this world is "I", and local and time coordinates, so to speak, are the reference points in organization of reality - "here" and "now". This self-centeredness the speaker finds a diverse manifestation in speech, and all the corresponding linguistic units and constructions are united under the banner pragmatists. From a pragmatic point of view, one can consider any speech act, e.g. gratitude, advice, threat, etc. Renata Ratmayr wrote the book "The Pragmatics of Apology" on the basis of Russian material, and such a formulation of the question turns out to be extremely interesting. We begin to understand not only why the speaker brings his apologies (either he wants to make amends, or to correct your reputation in the eyes of the interlocutor, or demonstrate your nine.

Often, a pragmatic component in speech activity more "weight" than the semantic itself. This means that it is important for the speaker not so much to convey objective information as to indicate their attitude to the interlocutor: the phatic and emotive functions of the language take precedence over the communicative itself. Good An illustration is the speech behavior of Kopenkin, the hero of Andrei Platonov:

In his own words, Kopenkin said not the meaning, but the disposition to Dvanov: during the silence he languished (A. Platonov. The death of Kopenkin).

This means that it does not matter what Kopenkin said, it is important how, with what purpose, in relation to whom he spoke it. It is no coincidence that the silence tormented, tormented Kopenkin.

There are types of speech acts in which pragmatics "suppresses" all other aspects of meaning. These are curses, oaths, oaths, prayers, etc. In other cases, the pragmatic aspect of meaning is assigned a concomitant role, it accompanies the main information. Examples are expressions like How many times do I have to tell you! (indignation is transmitted: 'you are so dull'); Don't you think that ... (polite disagreement: 'I don't think so'); There is still a little more ... (sympathy: 'be patient'); I dare not detain you any longer (dislike: 'go away'), etc. Of course, speech etiquette in every era and in every society corresponds to a certain cultural norm. This norm determines many particular rules, for example: is it possible to address a person by their last name, is it permissible to interrupt the interlocutor, at what distance from it should be in a normal dialogue, etc. And it cannot be said that one nation is generally "more cultured" or "more polite" than the other. But, as they say, you should not enter someone else's monastery with your own charter: differences will immediately make themselves felt. Summarizing such situations, one has to keep in mind how representatives of different peoples organize space around themselves (dividing it into "ours" and "aliens") and what is the social stratification of society. M.A.Krongauz, comparing Russian speech behavior with Western European, finds that the latter is



characterized by some uniform norms, not depending on the degree of acquaintance / unfamiliarity of the communicants. And Russian verbal communication differs in this respect. Informal communication of Russians is characterized by contact and openness, formal - distance and anonymity. The choice of a suitable nomination is important not only in professional sphere. Quite often the pragmatic aspect includes a politicized (ideological) assessment. For example, in many countries there is a situation in which it is necessary to somehow name the participants in the national liberation movements. Who are they: rebels, revolutionaries, rebels, separatists? But it's not just different titles. These words reflect (and themselves form!) The attitude of the speaker language to this phenomenon. Linguopragmatists are also interested in how the previous experience (cognitive and communicative) of the participants in the dialogue: it must include certain general prerequisites ("presuppositions"). Otherwise, misunderstanding may arise ("commu-negative failure ") or even a conflict. At the beginning of the twentieth century, representatives of the Prague Linguistic School introduced the concept of the actual division of an utterance into linguistics. This refers to the division of the statement into two parts: the topic (in different terminology - given, topic, etc.) and bump (in another way: new, focus, etc.). In the Slavic languages, the actual division, in particular, expressed by word order. An example is a different sequence of elements. Since we are talking about intonation, it should be said that phonetic means - the richest toolkit for expressing pragmatic values. In addition to the peculiarities of intonation and deviations in stress, here includes speech "antics" (this is a term) and jokes, deliberate destruction of the word, an accent, including artificially created. Many anecdotes and tales - "Georgian", "Jewish", "Estonian", etc., like known to be based on imitation of the corresponding speech; without this, their salt is lost. Different researchers offer different classifications of the main types of speech acts - with names such as directives, commissions, assertive, declarative, expressive, etc. Despite the different number of distinguished types, we can assume that they are, in principle, universal - are present in every language. The implementation of these acts requires compliance with the universal postulates of communication, which were formulated by Paul Grice;

Quantity category: your statement must contain no more and not less information than is required in this case.

Quality category: try to make your statement true (do not say what you think is false or for which you do not have sufficient grounds).

Attitude category: stay on topic.

Method category: Express yourself clearly (avoid obscure or ambiguous expressions, be short and organized in your speech). Cleared reactions refer to someone else's language experience and serve to create a kind of intertextual universe. This makes them interesting for a linguist. But they are of interest to both the psychologist and for a neurophysiologist. Of course, if a person "gets hung up" on cliches, abuses them, then this indicates his low intellectual abilities, this has already been discussed.



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