



PRAGMATIC INTENTION IN LITERARY DISCOURSE

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Annotation

The pragmatic study of literary discourse also takes into account the issues of impact and perception as two sides of communication. They ensure an entire communication process only when used jointly. As "two sides of the coin," impact and perception are inextricably linked and interdependent. The concept of pragmatic aim plays an important role in examining the effectiveness of impact and perception. The addresser's purposeful intention to exert influence on the addressee with the goal of causing some reconstruction in his world picture is referred to as pragmatic intention. We can explore pragmatic aim in literary discourse in this essay.

Keywords: pragmatic intention, communication, linguopragmatics, pragmatic analysis, aesthetic influence.

Introduction

The reader's aesthetic influence is the broad pragmatic goal of literary discourse. However, the varieties of pragmatic intents and their influence differ depending on the situation. The pragmatic aim is a text's structuring concept. It predetermines the text's language means, as well as its structural and semantic idiosyncrasies. As a result, pragmatic analysis seeks to identify language units that make pragmatic intents explicit or implicit. The types of language usage differ depending on the type of pragmatic objectives. The sort of pragmatic intentions has an impact on the effectiveness of impact and perception. Differentiation of pragmatic intentions and hierarchical classification of their sorts appear to be crucial in this regard.

We define the type of pragmatic intention based on: a) the analysis of all parameters of a verbal sign, the ways of its introduction, organization, and reorganization in the discourse; b) verbalized in the discourse direct or indirect indication to a pragmatic intention; c) indication of the addressee's verbal and non-verbal reaction. The analysis of the language material allows the primary categories of pragmatic goals in literary discourse to be defined. These are the details:

1. The pragmatic intention "to attract attention" (attention-compelling intention);
2. The pragmatic intention "to interest the reader";
3. The pragmatic intention "to exert an emotional impact";
4. The pragmatic intention "to activate knowledge structures" relevant to the conceptual information;
5. The pragmatic intention "to stimulate the addressee's creativity";
6. The pragmatic intention "to represent the conceptual world picture".



Main Part

To some extent, the distinction between these goals is relative. Actually, language usage has a considerably more complicated, polyfunctional character, and it is influenced by a number of interconnected pragmatic goals rather than just one. Practically no pragmatic aim is utilized in isolation. The aforementioned pragmatic aims are listed in order of increasing complexity and aesthetic worth. That is to say, each pragmatic purpose contains the following ones in various combinations. The pragmatic goal of representing the conceptual world picture is considered the most universal. It encompasses all other forms of pragmatic purposes, and it aligns with the function of literary discourse in producing an aesthetic influence on the reader to some level.

The Prague linguists' notion has several debatable issues. The claim that actualization is an end in itself, in particular, appears dubious because it downplays the importance of a communicative goal. However, the concept of "deautomation," as well as conceptions of foregrounding, stylistic convergence, and parallelisms as basic signals of conceptual information, remain relevant and current in today's study, particularly when examining the issue of impact and perception. The mechanisms of "deautomation" are mostly located on the text's surface layer, and are defined by a variety of structural modifications that assist to accomplish the pragmatic goal of "attracting the readers' attention."

Various word transformations (simple, derivative, and compound words), phraseological units, and syntactical structures are examples of these means. As a result, the fundamental mechanism for realizing this pragmatic goal is occasionalism, which is based on deviations from literary conventions. Linguists have paid a lot of attention to the problem of the norm. There are several disagreements, disagreements, and controversies. It is a problem of stylistic devices in stylistics. Some academics view stylistic devices as a departure from the literary standard, while others believe that stylistic devices build on the norm, amplify its structural and semantic features, and advance them to a more universal level. The majority of linguists agree on the concept of norm deviation. With some changes, it can be approved here. To begin with, deviations in each specific case are distinguished by varying degrees of explicitness. Second, variations are subject to certain rules.

Methods Analysis

The accentual and intonational pattern of the compound word changes when it is decomposed. Each decomposed word component is given the status of an individual word. As a result, these words stand out, become noticeable, and draw the reader's attention. In the detective genre, the pragmatic goal of "attracting attention" is regarded as crucial. It's worth noting that this intention's realization is witnessed at the level of factual knowledge. The basic signals of this intention are various kinds of descriptive details, specifications, characteristics verbalized in the text, but not directly related to the plot of the story.

Because the major strategic goal of this form of text is to grab consumers' attention, the analyzed type of pragmatic purpose is most applicable for advertising texts. The following examples can be used as examples: Go by air. It's just basic logic. The pragmatic goal of "engaging the reader" " The pragmatic goal "to interest the reader," which was produced as a result of the previous one, is intended to pique



the reader's interest, cause him to reflect on the text's semantic content, and have an impact on his intellectual domain. The psychological features of the reader's perception oriented to "interest" as one of the primary categories of human life in general, and literary communication in particular, determine the significance of this aim. It is worth citing here the statement:

“If the physical world is subject to ‘the law of motion, then the spiritual world is no less dependent on ‘the law of interest’. There is an omnipotent/supreme wizard on earth who changes the look of every object in the eyes of all creatures.” The phenomena of "interest" is linguistically anchored in the work of G. G. Molchanova, who connects it to the phenomenon of "the new," which is defined by a violation of banality, triteness, and monotony. Nothing is more boring than the same old stuff. It's important to remember that "the new" in fictional discourse refers to subtextual and conceptual material rather than the factual information conveyed by the text's plot. As a result, a variety of structural and stylistic modifications, as well as contextual shifts in lexical meanings, implicit meanings, connotations, and associations, are prominent. From a linguistic standpoint, "the new" is founded on a unique use of language units, as well as the renewal of their structural and functional properties. For women are as roses Whose fair flower being once displayed Doth fall that very hour (W. Shakespeare) The utterance contains a traditional, trite image “women - roses”. Due to its frequent usage this image has become hackneyed. It doesn't excite any interest on the part of the reader.

Positive feelings linked with the concept of beauty are turned into negative emotions such as grief, regret, and melancholy as a result of a "temporary" life of beauty. Such a fresh interpretation of a tired image piques the reader's interest and amplifies the pragmatic effect. The pragmatic goal of "producing an emotional response" The entire system of stylistic elements used in the text realizes the pragmatic purpose of emotional effect. However, a convergence of stylistic devices, or the aggregation of many stylistic devices and expressive means of the language at a specific point, plays the most important function. It is explained by the fact that emotions are expressed in a continuous stream of words, each one generating the next.

The role of epithets, which run throughout the extract and form a string of distinct qualities relating to one and the same lexeme "word," is particularly crucial. The quantity of epithets provides an effect of emotional gradation, and it serves the purpose of providing a thorough, emotional, and evaluative definition of the denotatum communicated by the lexeme "word." The subject under discussion is presented in a variety of positive and negative conceptual features: Positive qualities include clarity, vividness, magic, subtlety, musicality, sweetness, and authenticity; negative qualities include horror and cruelty.

Conclusion

Summarize the lesson, distribute grades to those who actively participated in it, and assign an individual work assignment: make presentations on the following topics:

1. To examine the texts and pay special attention to the pragmatic goals expressed in them.
2. To prepare presentations on the concept of pragmatic intention and its various kinds.



Understanding the dilemma of efficacy and appropriateness in lingvopragmatics The dilemma of affect and perception is addressed by speech theory. A series of inquiries presents a communicative - pragmatic situation. Types of pragmatic aims to draw the reader's attention, to pique the reader's interest, to elicit emotional responses from the reader, to activate knowledge structures, and to provide a conceptual world picture.

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