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COMMUNICATIVE EXPRESSION OF THE TEXT OR DISCURSIVE STRATEGY

Submission Date: November 01, 2022, Accepted Date: November 10, 2022,

Published Date: November 18, 2022

Crossref doi: <https://doi.org/10.37547/ajps/Volume02Issue11-08>

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ABSTRACT

The communicative strategy of speech is a method of goal realization. It includes the selection of facts, evidence and a certain degree of illumination in order to have an intellectual, emotional and emotional impact on the addressee, that is, the listener. That is, it is a whole set of speech activities aimed at a communicative goal. Communicative strategies reflect social models approved by society. They interpret speech as a mediator that connects the individual's level of knowledge with verbal and pragmatic motivation.

KEYWORDS

Language, culture, speech, speech expression, human, communication, pragmatics, communication process, speech process, discourse, determined by linguistic;

INTRODUCTION

Most of the scientific works on discourse are those that are approached from a linguistic point of view. It was

in linguistics that the term "discourse" was first used as an independent category. It is noted that this scientific

linguistic phrase was first used in 1943 by the Belgian scientist E. Buisans in his book "Language and speech" published in Brussels. Among the language-speech opposition, Beuyssans includes the third member, discourse. By this term, the mechanism of transfer of the language as a system of symbols into live speech was meant. In general, until 1960, the concept of discourse was used in linguistics as a synonym for text and speech. It is from that period that the concept of "discourse" began to be used not only in the field of linguistics, but also in humanities. This situation is to some extent related to the linguistic turn associated with the widespread promotion of systematic methodology and systematic linguistics.

THE MAIN RESULTS AND FINDINGS

It is known that the text is interpreted as a complete thought connected with each other by means of meaning and lexical-grammatical means. In addition to being an event directly related to the subject, the expressed opinion is also considered to have its own addressee. Components such as the speaker, the addressee, the subject of communication, and the conditions of communication, which are involved in the statement of opinion, form the speech situation.

And the components of the speech situation are implemented in relation to the non-linguistic factors of the text. The main participant in a speech situation is

the speaker. A speech text is created when the speaker uses linguistic and non-linguistic tools in speech. Speech, in turn, is determined by linguistic means of expression, text components. Expressed thought and purpose of speech is a phenomenon related to the formation of the spoken text by the speaker. As a result, the purpose of the speech text is formed. Usually, the following types of speech goals are distinguished:

- conveying information;
- activation (encouraging the addressee to act);
- proving (convincing the interlocutor) ¹

Any expressed speech act is not made up of linguistic means, but is reflected in the experience of the addressee, the ability to use speech means effectively, the compatibility of the linguistic units that make up the spoken text, and the correct choice of the communicative strategy. In addition, the range of communicative strategies is transferred to the plan of expression in different situations and in the text. B.M. Gasparov includes the following among them: 1) communicative purpose of the author; 2) the interaction of the author and addressees; 3) significant and transitory circumstances; 4) general ideological situation and direct and indirect methodological expression aimed at specific individuals of a certain period; 5) communicative situation and methodological features of information; 6) many associations based on previous experiences ². Sh. According to Safarov, the text is formed in connection with the logical - mental, evaluation,

¹ Biryukova, 2007

² Gasparov, 1996

emotional, socio-psychological aspects of speech activity³

The word text is derived from the Latin language (lat. textus) and means fabric, base, combination. Therefore, first of all, it is necessary to determine what is included in the speech text and for what purpose. The concept of text, in turn, refers to the content of symbols and language units. Its main features are unity and integrity. Such a combination of signs is recognized as a high-level communicative unit. Because it is considered complete in content. The text is interpreted as a complete piece of information, content-formed artistic work that has unity in content. A whole is understood as a set of speech parts that have a content, are made up of certain parts, have their own function in the content, and also have a communicative strategy. The ideas that exist in linguistics about the essence of the text and its main features are also recognized by researchers who have studied the text from the psycholinguistic aspect.⁴

The text usually consists of such categories as content, content, device, task, communicative. Although these structural categories are different, they complement each other. Coherence and coherence are used as key features of the text for ease of analysis. S.O. Boymirzaeva evaluates the text as a cognitive-discursive process and emphasizes that cognitive structures are the basis of linguistic reality⁵

.The discursive nature of the text, the theory of linguistic pragmatics, that is, the interpretation of events related to the practical use of speech, create favorable opportunities for understanding the national identity specific to that language⁶

are also important. Because these features complement each other within the framework of the

real text. The content of the text is implemented implicitly and explicitly with the help of language tools. Therefore, the linguistic connection is considered to be the main indicator of the integrity of the content. In a speech situation, the text is evaluated from a communicative point of view when it conveys a certain content. Presupposition is one of the important concepts in the formation of the content of the text. Presupposition is prior knowledge aimed at understanding the text, the content component of the text. Acceptance of such previous knowledge as approximate knowledge is widespread . Presupposition can be evaluated as an explanation in a certain sense regarding the subsequent events based on the knowledge and experiences of the author of the text.

According to the plan of expression, the text can be written or spoken. Both forms require "textuality" such as external relevance and internal meaningfulness. Sh. Safarov states that "the text is a product of speech activity" . Pragmatic analysis of the text is related to its functional expression, logically used in its continuation and development. Within the text, pragmatics serves as a communicative task from a linguistic point of view, to ensure the connection between the subject (the author of the text) and the addressee (the reader or listener).

³ Sh. Safarov, 2008

⁴ Yuldashev, 2009

⁵ Boymirzaeva, 2010

⁶ Hakimov, 2001

Subject speech is defined in the text in:

- goals and tasks of information (giving information, giving instructions, wishes, wishes, etc.);
- types of speech;
- evaluating and reacting to the information provided;
- formation of information text structure;
- formation of the text based on the wishes and interests of the addressee.

The speech of the addressee or the speaker is determined in the analysis of the text in:

- analysis of directly and indirectly expressed text content;
- understanding the intellectual, emotional, aesthetic effect of the text.

Such a pragmatic analysis of text illuminates the interaction between author and reader, speaker and listener, and establishes a useful standard of textual information. Pragmatic analysis of text is studied within discourse theory .Discourse is interpreted as a means of ensuring the connection built on the basis of psychological, political-economic, socio-cultural and similar extralinguistic factors in the text.

Russian linguist E.V. Paducheva analyzes the strategic approach of objection, biting in the process of communication on a psychological level and considers

this situation as a mutual adaptation of the interlocutors, and evaluates objection and biting as actions aimed at stimulating and reacting .In addition, interaction in the process of communication can be considered as a method of realization of mutual intentions of communication participants. Interpersonal relations in the communication process are carried out within the communicative-pragmatic level. It is considered appropriate to include language tools used in communicative-pragmatic communication in the components related to social norms. In this case, the communication participants aim to achieve a certain goal during the communication process. This goal is considered the speech strategy of the participants of communication in social processes.

According to the purpose of communication, each person uses appropriate speech models for the construction of speech. These models serve to ensure effective and successful communication in the process of interpersonal communication. In order for the communication to produce the expected result, the linguistic person uses a number of speech tools and expression methods to realize his goals and desires. These methods of expression include communicative strategy, speech strategy, communicative tactics. The following conclusions were reached based on the analysis of theoretical views and approaches to the communicative strategy specific to the purpose of communication:

A systematic implementation of the communicative situation is required within the framework of research related to speech and communicative strategy. This approach makes it possible to reliably determine the reasons for the success of communication, the effective end of communication, the achievement of the intended goal, or the failure of the used communicative strategy. In addition, a systematic approach is important to help the participant in the communication to create a well-thought-out strategy for the next communication process and, as a result, to focus on the correction of errors and the choice of language and speech tools in the communication process.

In linguistics, the strategy is expressed in managing the communication process, psychologically influencing the communication participants, ensuring speech activity, and so on. The speech strategy of interlocutors includes the use of linguistic means to change the internal psycho-emotional state of the addressee, to direct the listener to perform some verbal or non-verbal behavior.

Communicative strategy is a set of speech acts planned in advance by the speaker and theoretical methods in the process of communication, which ensure the goal of communication and determine its implementation.

It is important to distinguish strategies that enable the communication process. Because, in linguistics, this

movement is studied within the framework of linguo-pragmatics and determines the target structure of communicative and speech communication. Depending on the purpose of communication, each strategy includes both verbal and non-verbal types. In a general sense, the implementation of a communicative strategy includes the following sequence of actions: selection of effective communication methods, planning and choosing the most appropriate of them; effective use of linguistic and speech tools in the implementation of the plan: appropriate use of linguistic and cultural units suitable for the communication situation, effective use of communication etiquette norms applicable in the society, etc.

Speech communication is an important condition of human life and activity. It is with the help of communication that people have the opportunity to master their nature and work together to satisfy their needs. Speech communication is a process unique to humans, and mutual speech communication is the most important element of the creation of human society. The communicative process takes the leading place among the activities carried out by people. It is considered to satisfy the most important human need, that is, the need related to living in society and functioning as an individual. That is why speech communication is important for everyone to organize activities in society. In the process of communication,

pragmatic tasks are realized within the communicative goal. That is why there was a proposal to include the perlocutionary effect resulting from the speech act in the scope of pragmalinguistic analysis. The communication process is based on communicative (information transfer), interactive (interaction) and perceptive (mutual perception) actions. According to Z. Wendler, the illocutionary goal is, in fact, "a mental action in which the speaker encourages the listener to perform this action." This goal is realized with the help of certain speech strategies and speech tactics. Communication is a process of interaction between people as a result of their activities arising from the needs of their joint activities. That is, on the basis of the activity of each person in society (work, study, play, creativity, etc.), mutual relations, forms of interaction, cooperation, and competition are formed. Because any activity takes place in complex cooperation, such as people communicating with each other, forming relationships, discussing various issues, transferring various information to each other, going to confrontations, and exchanging ideas. That is why the success of each person in his role in society, his reputation in the community is directly related to his ability to communicate. The activity of individuals in this society also depends on the effective implementation of mutual relations. In mutual cooperation, the communication environment is of great importance in the purposeful development of relations. Communication is built on the basis of certain

communicative and speech strategies. It seems that the strategy of speech communication is a phenomenon different from simple speech sequences aimed at achieving a certain communication goal. Speech actions, a sequence of speech acts, means the occurrence of a communicative event. Speech strategy is central to that realization. In the process of creating a speech, the speaker changes his speech depending on the reaction of the listener. It should be noted that the planning of the speech and its realization are carried out almost at the same time. A person does not always know in advance how his speech will be expressed, because one sentence or word requires saying another sentence or word. According to cognitivists, this process takes place under the control of the grammatical monitoring device.

CONCLUSIONS

Communicative strategy refers to the most common concept or set of concepts used to achieve the goal of communication. Communicative strategy is the main way to form speech actions in advance, organize them according to the purpose of communication, and manage the communication process. In a broad sense, communicative strategy is understood as the greatest task of speech, which is determined by the practical goals of the addressee.

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