

PRAGMATIC ANALYSIS OF DIRECTIVE SPEECH ACTS

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Abstract: The article presents an analysis of directive speech acts in the aspect of pragmatic conditioning.

Key words: directive speech acts, pragmatic function, texts, language means, linguistic factors, communicative situation.

Аннотация: В статье представлен анализ директивных речевых актов в аспекте прагматической обусловленности.

Ключевые слова: директивные речевые акты, прагматическая функция, тексты, языковые средства, лингвистические факторы, коммуникативная ситуация.

Annotatsiya: Maqolada pragmatik shartlash aspektida direktiv nutq harakatlari tahlili keltirilgan.

Kalit so'zlar: direktiv nutq harakatlari, pragmatik funktsiya, matnlar, til vositalari, lingvistik omillar, kommunikativ vaziyat.

In professional communication, informational and communicative interactions are regulated by certain institutions, norms, and principles that have been developed over the course of social development and the formation of industrial relations. The concept of "corporate culture" has emerged, which "serves as a means of positioning a company in the labor market and in society as a whole" [1]. Yet, not every professional succeeds in communicating effectively, correctly, and tactfully with others, including through correspondence. The ability to correctly select illocutionary and performative verbs imbued with inner force and to construct a unique structural and semantic utterance that calls for action, to do so promptly and tactfully, is crucial. This requires knowledge of communication,

techniques, and rules of verbal communication, taking into account linguistic and cultural specifics.

Directive speech acts aimed at motivating the addressee to take action are analyzed through the prism of pragmatic determinacy, taking into account the context, the status of the participants, and the goals of the prescriptor. The study focuses on the choice of linguistic means to express the time of action and the variation in intensities of motivating action depending on the type of discourse.

The choice of a directive form (command, request, advice) directly depends on the context, the communicative situation, and the speaker's expectations.

The analysis covers grammatical and lexical markers, such as modal verbs, imperative forms, and temporal determinants, that structure a directive act.

Particular attention is paid to "chrononyms"—linguistic devices that indicate the time of fulfillment of an order (e.g., immediately, later, by a certain hour).

Directive speech acts vary depending on institutional (strict) or everyday discourse.

Pragmatic analysis helps understand how a speaker controls the listener's behavior using variable linguistic resources.

Pragmatic is a linguistic part that examines the hidden meaning of a sentence that is spoken. Pragmatics is the study of meaningful speakers and collectively studies how individuals perceive and produce communicative actions during concrete scenarios in the analysis of oral communication.[2] A person's ability to analyze the purpose uttered by the speaker to the listener.[3] Based on Kreidler defined speech acts as what you want to convey or utterance then it is as a locutionary. What the speaker wants to communicate to the listener is illocutionary. The message that has been conveyed and the listener accepts it is a locus. The essential functions of language create a good relationship with the user of the language. As language users people never omit language from speech.

Language has the advantage of conveying everything that the speaker wants to convey. On the other hand, language cannot fully assist the speaker and listener in getting rid of ineffectiveness if the speaker and listener do not contribute to avoiding misunderstandings. A speaker and listener must want to achieve the purpose of speaking by knowing the intended meaning of a speech. In particular, the meaning in question can be expressed by understanding the actions of the directive. The explanation for this is that the directive action is related to the performance of an action that makes the listener perform an action. In other words, understanding directive actions helps the speaker and listener to avoid misunderstandings in asking questions and performing certain actions.

Studying the specifics of directive speech acts in various institutional spheres of communication is a key area of research in verbal communication. It is undeniable that, to adequately interpret the action caused by a directive speech act, the addressee must be aware of the time of its execution. Therefore, studying the variability of linguistic methods for indicating the time of execution of a directive remains a pressing task for linguistics.

We consider a directive situation as one of the variants of a communicative situation that is reflected in a directive speech act and, consequently, manifested in a specific utterance (text). Text, as a unit of communication, a product of speech activity/speech act, is determined by the needs of communication. The goal of communication is to somehow change the behavior or state of the recipient (interlocutor, reader, listener), that is, to evoke a specific verbal, physical, mental, or emotional response. Such an impact on the recipient is possible only if the author of the text has chosen linguistic means that are adequate to their illocutionary intention, and the recipient has understood the text adequately to the author's intent. The proposition and the communicative task dictate the choice of the repertoire of linguistic means that is actually used to generate the text during a speech act.

Being not only a linguistic but also an extralinguistic phenomenon, the text is connected to the surrounding reality by bidirectional dependencies. Therefore, a more complete analysis of a directive speech act requires consideration of the pragmatic characteristics of the generated text, which may include, first and foremost, presupposition and consituation. According to V.V. Krasnykh, "presupposition is the zone of intersection of the individual cognitive spaces of communicants, including the communicants' ideas about the consituation; consituation is an objectively existing communicative situation; "the conditions of communication and its participants (i.e., WHO, WHAT, WHERE, WHEN)" [6]. In this case, the text can be viewed as a certain reaction to the situation and its indirect reflection.

When it comes to a specific pragmatic type of inducement, a necessary component of the presupposition is the communicants' shared understanding of time (definite/indefinite; absolute/relative; reference to a point/segment/sequence) and the nature of the caused action (urgent/delayed; single/repeated; conditional/unconditional). Therefore, texts describing the same situation (e.g., "It is drafty here / There is draught in the room") are understood by the addressee as inducements, but, on the one hand, the nature of the caused action and, on the other, the time of its execution can be interpreted ambiguously. For example:

- a) Don't sit down there (now);
- b) Change your place or you can catch a cold (immediately);
- c) You should fix the window (later, when you have time/money, when it's possible, etc.).

When generating a text, the starting point is the speaker's illocutionary intention, which predetermines the structural-semantic structure of the text, and through it, the proposition.

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