

LINGUO-PRAGMATIC APPROACH AND ITS VARIATIONS

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Abstract. The linguo-pragmatic approach plays a critical role in modern linguistics, focusing on how language is used within specific communicative contexts. This article explores the foundations of the linguo-pragmatic method, its key principles, and the various ways it manifests across different branches of language study. It also examines how the linguo-pragmatic approach adapts in areas like discourse analysis, intercultural communication, and advertising. The study highlights that pragmatic competence and cultural context are essential in understanding the dynamics of real-world communication.

Keywords: Linguo-pragmatics, communication, discourse analysis, pragmatics, language variation, intercultural communication.

ЛИНГВО-ПРАГМАТИЧЕСКИЙ ПОДХОД И ЕГО ВАРИАЦИИ

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Аннотация. Лингво-прагматический подход играет важную роль в современной лингвистике, сосредотачиваясь на том, как язык используется в конкретных коммуникативных контекстах. В статье рассматриваются основы лингво-прагматического метода, его основные принципы и различные проявления в разных областях изучения языка. Также исследуется адаптация лингво-прагматического подхода в таких сферах, как дискурсивный анализ, межкультурная коммуникация и реклама. Работа подчеркивает, что прагматическая компетенция и культурный контекст имеют решающее значение для понимания динамики реального общения.

Ключевые слова: Лингво-прагматика, коммуникация, анализ дискурса, прагматика, вариации языка, межкультурная коммуникация.

LINGVOPRAGMATIK YONDASHUV VA UNING VARIATSIYALARI

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Annotatsiya. Lingvopragsmatik yondashuv zamonaviy tilshunoslikda muhim rol o'ynaydi, chunki u tilning muayyan kommunikativ kontekstlardagi qo'llanilishini o'rganishga e'tibor qaratadi. Ushbu maqolada lingvopragsmatik metodning asoslari, asosiy tamoyillari va til o'rganishning turli sohalarida namoyon bo'lishi tahlil qilinadi. Shuningdek, ushbu yondashuvning diskurs

tahlili, madaniyatlararo kommunikatsiya va reklama kabi sohalarda qanday moslashuvi ko'rib chiqiladi. Tadqiqot natijalari shuni ko'rsatadiki, pragmatik kompetensiya va madaniy kontekst haqiqiy muloqot jarayonlarini tushinishda muhim ahamiyatga ega.

Kalit so'zlar: Lingvopragmatika, kommunikatsiya, diskurs tahlili, pragmatika, til variatsiyalari, madaniyatlararo kommunikatsiya.

Linguistics today emphasizes not only the structure of language but also its practical use. The linguo-pragmatic approach focuses on the interaction between linguistic form and communicative function, considering the speaker's intent, the listener's interpretation, and the situational context. As communication evolves globally, understanding the pragmatic dimension of language becomes increasingly vital.

According to Verschueren (1999), pragmatics is fundamentally about the choices speakers make in language use and the contextual factors that influence these choices. Thus, the linguo-pragmatic approach prioritizes meaning in use over meaning in isolation. [1, 25].

Foundations of the Linguo-Pragmatic Approach

The linguo-pragmatic approach roots itself in classical pragmatics theories, particularly the works of philosophers like Austin (speech acts), Grice (conversational implicature), and Searle (speech act theory). It expands these ideas by emphasizing how linguistic structures are dynamically adapted in real communication settings.

Linguo-pragmatics studies how language reflects social relationships, cultural values, and power structures. It stresses that even simple utterances can carry layers of meaning depending on who says them, when, and how.

Levinson (2004) elaborates on this by stating that pragmatics governs how speakers manage information flow, politeness, indirectness, and presupposition, all of which vary across cultures and contexts. [2, 67].

Variations of the Linguo-Pragmatic Approach

The linguo-pragmatic approach manifests in various areas of linguistic research:

- Discourse Analysis: Linguo-pragmatic methods are fundamental in studying conversations, narratives, and institutional dialogues. Discourse markers, speech acts, and pragmatic presuppositions are all crucial to analyzing real communication.
- Intercultural Communication: Pragmatic rules are not universal. What is polite or appropriate in one culture may be rude or confusing in another. Linguo-

pragmatic studies reveal how different cultures manage greetings, requests, refusals, and compliments.

- Advertising and Media Language: In persuasive language like advertisements, linguo-pragmatic techniques are employed to appeal emotionally, socially, and logically to audiences. Pragmatic presuppositions, implicatures, and deixis are all tools for enhancing communicative effect. Moreover, the linguo-pragmatic approach takes into account that language functions not in isolation but as part of a complex social fabric. Linguo-pragmatics studies how language reflects social relationships, cultural values, and power structures. For example, polite expressions, honorifics, and indirect speech acts all demonstrate how language encodes social hierarchies and cultural sensitivities. It stresses that even simple utterances can carry layers of meaning depending on who says them, when, and how, making it essential for interpreters and communicators to decode these underlying nuances accurately.

Wierzbicka (2003) stresses the importance of understanding "cultural scripts"—shared expectations of communication patterns within a community—to fully grasp linguistic pragmatics in intercultural settings. [3, 142].

The Importance of Pragmatic Competence

Pragmatic competence refers to the ability to use language appropriately in social interactions. A linguo-pragmatic approach to language teaching, therefore, focuses not only on grammar and vocabulary but also on teaching students when, why, and how to say things in particular ways.

Bachman (1990) identifies pragmatic competence as a crucial component of communicative competence. He highlights that pragmatic failure, rather than grammatical errors, often leads to misunderstandings in intercultural communication. [4, 89].

Thus, linguistic education, translation studies, and intercultural communication all benefit from a strong linguo-pragmatic foundation.

Modern linguistics increasingly recognizes that meaning is not inherent in words alone but emerges dynamically in context. The linguo-pragmatic approach and its various adaptations reveal that successful communication depends on understanding implicit meanings, cultural backgrounds, and social intentions. As globalization intensifies intercultural interactions, linguo-pragmatic research will only grow in importance, offering essential insights into how we navigate the complexities of real-world communication.

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