FORMATION OF PRAGMATICS AND LINGUOPRAGMATIC ANALYSIS OF THE TEXT

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Annotation: pragmatics is a science that studies the relationship between language carrier and language. Pragmatics analyzes two types of problems: firstly, the identification of interesting types of Speech Act and speech "products"; secondly, the description of signs and features that affect the determination of what kind of propaganda is expressed in a speech context, in a particular sentence .

Keywords: pragmatics, counterfactual eloquence, language carrier, speech act, pragmatic analysis, proposition

Affirmation, command, counterfactual eloquence, demand, presumption and refutation, please objection, prophecy, promise, convocation, meditation, explanation, defamation, inference, presumption, generalization, response, deception are all types of Speech Act. The task of pragmatic analysis is to determine the necessary and sufficient situation for the successful (sometimes normal) implementation of the speech Act. It is the function of pragmatics, the intention of the speaker; the presence / absence of certain characteristics of the speech acts taking place in the same context; the knowledge, opinion, expectations and interests of the speaker and the listener; the said time of the expression and its result; the true value of the proposition is also related to the reciprocal relationship of the proposition with other propositions in the speech Act, etc. .

V.G.GAK, on the other hand, focuses on the fact that the essence of the issue is related to the human factor: "pragmatics covers the problems of choosing their form in certain speech situations, along with the interpretation of expressions ». B.Yu.Norman W.G.Gak this definition of gak, pragmatically, it states that there is a speaker's pose (choice of form) and a listener's pose (interpretation of a sentence), and describes this point more broadly: "it is also possible that the speaker represents clear and hidden goals in the sense of choosing certain language units that he is articulating, and in this he implied or did not take into account ».

In the process of interaction, humans enter into the relationship of the information transmitter (addressee) and its recipient (addressee). Any colloquial statement (oral or written) is communicative in nature and contains information that the recipient must understand from the message that the speaker transmits. The perception of the received information by the receptor creates a pragmatic relationship. Such relationships can be of a different nature, since the text can also be a source of information for the receptor only about certain facts and phenomena that do not belong to him and do not arouse much interest for him, or, conversely, the information received can affect the emotions of the receptor, cause a certain emotional reaction and provoke him to "The fact that a text produces such a communicative effect, that the addressee has a pragmatic attitude towards the addressee, in other words, a pragmatic effect on the recipient of information, is known as the pragmatic aspect or pragmatic potential ».

L.A.Nefedova and E.A.Titovas argue that any linguistic sign has a certain pragmatic effect (communicative effect) on the reader or listener, V.N. Komissarov's based on opinions, they indicate three main factors that determine the nature of pragmatic influence. First of all, this is the content of the expression. Secondly, the perception of the message depends on the nature of the signs that make it up. It is a message that can be transmitted in different ways, that is, the speaker chooses the linguistic means in accordance with the intention of a certain effect. Third, the pragmatic effect of expression depends on the perception of the recipient as well .

The transition to the principle of comprehension of activity has formed the main problem of linguistics – a new interpretation of meaning. Language phenomenon with semantics speech semantics speech semantics has developed rapidly, which can be called pragmasemantics at the junction of pragmatics. It acts as the meaning of the speaker's speech – a set of goals and intentions of the subject's speech activity. This discusses the relationship between explicit-direct and implicit – implicit meanings .

The main goal of communication is a mutual conceptual connection, that is, the mutual activation of the corresponding cognitive structures between communicators, the exchange of units of meaning formed on the basis of various types of knowledge. As well as cognitive ability, language, as an integral part of the human mind, is important in generating the necessary operasias to convey (or activate in the addressee's mind) certain knowledge in an orderly way in the process of communication .

Speaking about the conditional (usual) norms of communication behavior, V.G.GAK uses the concept of pragmema, the unit of language that performs a pragmatic function. The same pragmema can be expressed in different forms in different languages. In certain situations, however, the pragmema is present in one language and may not be in another. For example, the Russian phrase "priyatnogo appetita" and the French "bon appetit" do not have an alternative in English. In Russians, the habit of thanking the mistress after eating is answered in the style of "na zdorove", in the French there is no such habit, but according to the rules of mulozamat requires praise when the dish is brought in. The literature states that the Japanese apologize more often than Europeans, that is, even in cases where a European or American person considers it inappropriate to apologize .

B.Yu.Norman also analyzes the pragmatic properties of specific target syntagmas, but he does not apply the term pragmema. Of course, the behavior of communication in each society is based on certain cultural norms. These norms set many clear rules, for example: in what form to approach a person, not to be the interlocutor's word, what should be the distance between the interlocutors in simple communication, etc. However, based on these, we cannot say that one nation is "more civilized" or "more polite"than another.

In colloquial activity, more often than not, pragmatic components "load"rather than semantic meaning. This means that it is an important aspect for the speaker to express his subjective attitude in addition to conveying objective information to the interlocutor: in addition to the communicative function of the language, the phatic and emotive functions are also added.

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