



THE COMMUNICATIVE-PRAGMATIC ESSENCE OF ABBREVIATIVE VOCABULARY

DJALILOV M.M.

Uzbekistan State World Languages University

Annotation

The given article deals with communicative and pragmatic aspect of abbreviations. Abbreviative vocabulary is considered as vital element of the lexicology and word-formation.

Key words

Communicative, pragmatic, abbreviation, linguistics, theory, cognitive.

The Linguistics is characterized by a variety of views, many concepts, hypotheses and theories. In modern linguistic literature, they talk about such paradigmatic features of the science of language as expansionism, anthropocentrism, neofunctionalism and explanatory (Kubryakova 2015). The dominant linguistic theories include generative linguistics, prototype theory, linguistics text and discourse analysis, theories of speech acts, cognitive linguistics, etc. Interpretationism, compositionism, functionalism, cognitivism (Demyankov 1995), which qualitatively color the dominant theories and, as it were, blur interdisciplinary boundaries, setting the impulses for "pushing the boundaries", dooming linguistics to pluralism of opinions, at the same time, supporting the framework of general linguistics.

Following E.S. Kubryakova, pragmatics can be cited as a vivid example of expansionism - there are well-known discussions about where semantics ends and pragmatics begins (the problem of delimitation remains relevant at the present time); it is also unclear what limits the study of its pragmatic aspects in linguistics and what exactly phenomena are subject to linguistic analysis proper (Kubryakova 2015). The pragmatics, studying a language in terms of its use, i.e. in the communicative aspect in connection with the speaking subject, his addressee, goals and conditions of communication, describes linguistic phenomena in the aspect of human activity, and therefore the concept of "human factor" acts as a leading one in it. The anthropocentric dimension permeates pragmatics through and through, and pragmatics can be defined as an anthropocentric or anthropological science. The spread of semantically and pragmatically oriented research is directly linked to the assertion of functionalism as a central principle in language studies.

The functional approach ultimately leads to the recognition of the dominant role for all linguistics of the category of meaning, for the functioning of language is, in fact, the expression of meanings and their transmission. From the standpoint of communicative functionalism, language is studied from the point of view of its role in human communication - to be an instrument of verbal interaction of people. The functional dimension is layered over a general theory of language that is today defined as "cognitive-pragmatic".

The idea of a mandatory combination of a cognitive approach to language with a functional-pragmatic approach is expressed: "while developing a model of the cognitive system and processes responsible for the speaker's behavior, one should, most likely, take a pragmatic perspective and base its research on functional grounds".

The observed expansion of the context of the study of linguistic phenomena, the influence of the ideas of interpretationism, compositionism, functionalism, cognitivism affected pragmatics no less than other intensively developing areas of linguistics. It is

becoming a traditional belief that pragmatics studies pragmatic meanings. At the same time, in the illocutionary sense, the term "pragmatics" is used to designate the field of linguistics that studies various speech acts, classifications of speech acts, and usage. In recent years, the cognitive aspect has come to the fore in the pragmatic paradigm.

The opinion is expressed that the future of pragmatics belongs to the cognitively-oriented study of culturally-specific forms of communication. Despite the tangible differences between these approaches to the interpretation of pragmatics, all of them are united by a certain "common denominator" - namely, the fact of correlating the object of study with the communicative situation of this object: the linguistic phenomenon (speech whole) is studied in the context of the communicative situation.

Integration processes in linguistics and the expansion of pragmatics into other areas of linguistic knowledge led to the entry into related sciences and the involvement of psycholinguistic and sociolinguistic data in the pragmatic analysis of abbreviated and abbreviated vocabulary. ethnolinguistics., linguistic and regional studies and other sciences. Study of abbreviations along the lines of "external" pragmatics, i.e. from the point of view of their appropriate use and preferable choice dictated by pragmatic motives and needs, required the theoretical development of a complex system of pragmatic principles, since the traditionally distinguished principles of creating abbreviations are not able to satisfactorily explain the mechanism of generating some categories of abbreviated vocabulary, all the more to explain the reasons for using abbreviations. The isolation of the postulated principles and the pragmatic description of the abbreviated vocabulary on their basis contribute to a better understanding of the mechanisms of generation and use of abbreviations, the disclosure of the meaningful and communicative-pragmatic essence of the abbreviated vocabulary.

The new pragmatic interpretation of the mechanisms of generation and use of abbreviations is the author's personal contribution to the development of the nominative aspect of speech activity. The applicability of pragmatic principles to other linguistic material testifies to the practical significance of the proposed concept. An analysis of abbreviated vocabulary in terms of social differentiation and variability revealed some new trends in its development, for example, the presence of groups of locally labeled abbreviations, active migration of Australian colloquial abbreviations into British and American national variants, the removal of some pragmatic restrictions on use as a result of neutralizing the territorial parameter. The "internal" pragmatics of the abbreviation is constituted by numerous parameters, the main of which are emotive-evaluative and components of role relationships. Emotive-evaluative components convey information about the emotional and value (approval / disapproval) attitude towards the designated objects and phenomena or towards the addressee. They determine the register background of abbreviations and the tonality of situations. Among the components of role relations, the most significant are status components - class-social, ethnic, age, sex, professional, which constitute a kind of "communicative-pragmatic passport" of the word, and prescribe an adequate choice of the word and restrictions on its use in certain spheres of communication and certain social situations.

These parameters can be viewed as traces of the "human factor" embodied in the word. The generation of abbreviations is based on different pragmatic reasons, caused by different needs. The mechanism of generation is explained by the action of the pragmatic principles of economy, emphasis, euphemization and taboo, which manifest themselves in several varieties depending on pragmatic motives, needs and attitudes.

The totality of pragmatic motives, needs and attitudes dictates the choice of one or another principle. The use of different categories of abbreviations is governed by the operation of the corresponding pragmatic principles. The determining factor is the pragmatic attitude as a

manifestation of the intentional state, which expresses a certain mental orientation of the subject towards reality. The differentiation of abbreviated vocabulary is influenced by such parameters as territorial, ethnic, class, gender, age, professional. The territorial parameter is associated with ethnic, when the vocabulary is limited in use by the white or black population or immigrants from the West Indies. Differentiation of vocabulary by age is especially noticeable in connection with the allocation of youth jargon.

The socio-class parameter (the parameter of social status) plays a leading role in the differentiation of vocabulary, determining the register, the tone of the situation, the sphere of communication and, determining the age, educational, professional parameters, serves as a link between situational variability and stratification variability.

In connection with the social differentiation of the language, due to the social differentiation of society, the interaction of national variants and the migration of abbreviated vocabulary from one variant to another, the communicative-functional and socio-communicative background of many abbreviations is changing. The active interaction of national variants leads to the mobility of boundaries between Americanisms, Britishisms, Australisms and general English vocabulary, the removal of some pragmatic restrictions on the use of migrated abbreviations. Australian spoken contractions are beginning to play a more prominent influencing role.

Abbreviated vocabulary, responsive to pragmatic variability, easily migrates from sociolect to sociolect, from the slang layer to the general literary layer. Slang sociolectic abbreviations act as markers of the tonality of a speech act, informal and casual relations between communicants; at the same time they act as symbols of their social, socio-age and socio-professional community, belonging to the same social microworld.

Used literature:

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2. Demyankov V.Z. The functional approach to linguistics. M., 1995