

PRAGMATIC INTENTIONS AND THEIR VERBALIZATION IN DIFFERENT TYPES OF TEXTS (ON THE MATERIALS OF ENGLISH LANGUAGE)

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ПРАГМАТИЧЕСКИЕ НАМЕРЕНИЯ И ИХ ВЕРБАЛИЗАЦИЯ В РАЗЛИЧНЫХ ВИДАХ ТЕКСТОВ (НА МАТЕРИАЛАХ АНГЛИЙСКОГО ЯЗЫКА)

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Abstract. The article below is aimed to analyze one of the main notions of pragmalinguistics and text linguistics which is called pragmatic intentions. As a result of paradigm shift in theory linguistics, new insight to study the language has also appeared and its main aim is to learn language phenomena in relation to its users. While delivering a particular speech act, the addressee has some aims to realize and they are called as pragmatic intentions, in this article, the types of these intentions are enumerated and analyzed with samples taken from various texts.

Аннотация. Статья ниже нацелена на анализ одного из основных понятий прагмалингвистики и лингвистики текста, которое называется прагматическими намерениями. В результате изменения парадигмы в теории лингвистики появилось новое понимание изучения языка, и его основная цель — изучение языковых явлений по отношению к пользователям языка. При выполнении определенного речевого акта адресат преследует некоторые цели, и они называются прагматическими намерениями. В этой статье типы этих намерений перечисляются и анализируются с помощью образцов, взятых из различных текстов.

Keyword: pragmalinguistics, pragmatic intentions, conceptual world picture, paradigm, factor of addressee and addresser.

Ключевые слова: прагмалингвистика, прагматические намерения, концептуальная картина мира, парадигма, фактор адресата и адресанта.

Within its evolution period, theory of linguistics witnessed several paradigm shifts. According to the Merriam-Webster Online Dictionary a notion “paradigm” is defined as “a philosophical and theoretical framework of a scientific school or discipline within which theories, laws, and generalizations and the experiments performed in support of them are formulated; broadly: a philosophical or theoretical framework of any kind” (www.merriam-webster.com). The most recognizable paradigms in the history of linguistics are comparative - historical, structural and anthropocentric. All other paradigms in a more or less degree refer to or derived from these three paradigms [1].

In the second half of XX century, a broad demand for a new paradigm in language theory was emerged as it had been claimed that structural approach to language studies was not appropriate any longer. Languages became a tool of communication of cultures, the arts, and people around the world. Moreover, scientists started to look at language from various aspects which put a language

user in the central position. These changes laid down a basis for an anthropocentric paradigm. The anthropocentric paradigm concentrates its attention on the user of the language, his linguistic competence, knowledge structures reflected and fixed in the language.

In a current stage of development, in linguistics there are different trends which study language according to the anthropocentric paradigm as cognitive linguistics, pragma linguistics, cultural linguistics, etc. One of these trends, pragma linguistics, deals with the “language in action”, it studies a language in relation with its users. Another definition of this trend is it is a general cognitive, social, and cultural perspective on linguistic phenomena in relation to their usage in forms of behavior [2]. Currently, there exists a variety of problematic fields of study in pragmalinguistics, one of them is to study the notion of a “pragmatic intention” and its types, their verbalization in different contexts.

In order to define the term “pragmatic intention”, firstly one of the main constituent units of pragma linguistics - communicative-pragmatic situation should be explained. Communicative-pragmatic situation is a complex of external factors which the communicants keep in mind in the process of their speech communication. E.S. Aznaurova presents a chain of questions which are the basic units of communicative-pragmatic situation, they are as follows: “who-to whom-what-where-when-why-how”. First two units are related to the participants of communication, in other words, to the addressee and the addresser, their social, ethnic, individual, characteristics. The addresser is the one who creates the speech act, he aims to realize his intentions and make them recognizable for the audience or the addressee.

Pragmatic intentions are the purpose of using language and these are their types:

- to attract the reader’s attention;
- to interest the reader;
- to exert emotional impact on the reader;
- to activize knowledge structures and creative thinking;
- to represent conceptual world picture [3].

In fact, all of these types are rarely used separately, but when the addressee creates a speech act, he or she pays more attention to one of them and foreground it in accordance with the aim of communication. In order to analyze above-mentioned pragmatic intentions, we are going to define them one by one.

The first to be discussed is the pragmatic intention “to attract the reader’s attention” which is related to the phenomenon of actualization. Actualization is defined as utilizing linguistic means in an unusual manner to attract the attention of readers. There are different transformations of words (simple, derivative, and compound words), phraseological units and syntactical means, so the main device to verbalize this pragmatic intention in the language is occasionalism. Occasionalism is the usage of words in a not normal forms or using them incorrectly. For example, an extract from T. Williams play “Orpheus descending” can be shown:

“...I wanted death after that but death don’t come when you want it, it comes when you don’t want! I wanted death then, but I took the next best thing. You sold yourself. I sold my self”.

In this little piece of text, there is very high degree of emotiveness created by convergence of stylistic devices, but the most noticeable thing is the misuse of the compound word myself. Decomposition of the compound word brings about a new sense of accentual pattern. By doing so, the writer aims at showing implicit meaning. Here he wants to indicate that he sold his whole soul, beliefs and manners, in other words he sold everything connected to his self.

Mass media and film industry are also the fields where to attract the audience's attention is of the most importance. For example, while creating advertisement texts violation of the maxims of communication is often witnessed. There are 4 maxims that could be violated: the maxim of quality, quantity, manner and relation. Adverts about shampoo, red bull could serve as examples. In the advert about shampoo called Lustre-crème it is said: "Marilyn Monroe says 'Yes, I use Lustre-crème'" and the picture of Monroe carrying shampoo in hand is given. This is violation the maxim of quality which tells to speak only true things. As we know, M. Monroe was dead and can not be using this shampoo now but in order to get readers attracted by this advert, creators used her image. Another illustration is related to the beverage. "Red bull gives you wing" — it is another advert which violates the maxim of quality. As it is known, people can not fly and they do not have wings. However, after consuming this type of drink, a person may feel himself flying in the cloud. By violating the maxims, designers want to attract the audience's attention.

The pragmatic intention "to exert emotional impact" is as it says connected with the category of emotiveness. To realize this intention the usage of different stylistic devices can be done, but by no means, convergence of them is the most effective one. Convergence of stylistic devices, in other words accumulation of expressive means of a language, can be used actually with different purposes. However, this time we are going to show example for this phenomenon from the side of emotiveness: "The asparagus appeared. They were enormous, succulent and appetising. The smell of the melted butter tickled my nostrils as the nostrils of Jehovah were tickled by the burned offerings of the virtuous Semites. I watched the abandoned woman thrust them down her throat in large voluptuous mouthful and in my polite way I discoursed on the condition of the drama in the Balkans. At last she finished" [5]. Personification, epithet, allusion, hyperbole are used in order to reveal the inner state of the writer masterfully.

In this very extract, another pragmatic intention is also used which is called "to activate knowledge structures". In some fictional texts, some linguistic means are deliberately used with the aim of activating knowledge structures related to revealing conceptual information of the text. There various types of knowledge structures, but in general they are divided into two groups: linguistic and non-linguistic. In most cases, in order to reach this intention, a technique called "intertextuality" is used. In the simple text given below, the author, by using the technique of intertextuality, tries to show dramatic condition of naïve writer. If we look into the first usage of intertextuality, we could reveal that according to the Bible, virtuous Semites were the ancient nation commanded by Noah son, and after each of their successful wars, they made offerings to the Jehovah. The wind of the nostrils of Jehovah, or of the Lord, denotes heaven, is because by it is meant the breath of life, thus the Divine life, and as this makes the life of heaven, by the wind of the nostrils of Jehovah is signified heaven. Here as we see, the author describes how the writer himself is hungry and how he also desires to eat such an appetizing and expensive meal that he almost compares it with divine offerings. "...I discoursed on the condition of the drama in the Balkans..." the second use of intertextuality shows the psychological state of the writer who waits for his fate to give him upcoming financial problems in his life. According to history, wars in Balkans were very long, turbulent and cruel as in our case; this condition of drama is compared with condition of waiting so long for the woman to have finished her orderings. As it is seen, from this extract of the text, readers could feel how unhappy and helpless the writer is and how smart and selfish the woman is.

The last intention to be enumerated is called "to represent conceptual world picture". As we told earlier, modern trends of linguistics, especially pragmalinguistics tries to study the language with regard to "human factor" which in its turn leads to consideration of the contact between conceptual and linguistic world pictures. The conceptual world picture is defined as a global image

of the world while linguistic world picture is understood as the usage of different linguistic means which assist people to represent their conceptual world picture [3]. A. A. Uphimtseva states that every language has a special group of words called “nominal” which do not denote any entity. They generally denote social and spiritual reality, the nation’s and individual’s world outlook, the norms human ethics and aesthetics [4]. As an example for using this intention, we could point out the dialogue between Mr. Darcy and Mrs. Bennett from the novel “Pride and Prejudice”:

Elizabeth Bennet: And what about Mr. Wickham?

‘Mr. Darcy: Mr. Wickham?

Elizabeth Bennet: What excuse can you give for your behavior towards him?

Mr. Darcy: You take an eager interest in that gentleman's concerns.

Elizabeth Bennet: He told me of his misfortunes.

Mr. Darcy: Oh, yes, his misfortunes have been very great indeed.

Elizabeth Bennet: You ruin his chances and yet you treat him with sarcasm.

Mr. Darcy: So this is your opinion of me. Thank you for explaining so fully. Perhaps these offences might have been overlooked had not your pride been hurt by my honesty...

Elizabeth Bennet: My pride?

Mr. Darcy: ... in admitting scruples about our relationship. Could you expect me to rejoice in the inferiority of your circumstances?

Elizabeth Bennet: And those are the words of a gentleman. From the first moment I met you, your arrogance and conceit, your selfish disdain for the feelings of others made me realize that you were the last man in the world I could ever be prevailed upon to marry’

As we observe, in the speech of both characters there is used the word “gentleman”. However, in each case, the meaning of this notion is used with different meanings. Mr. Darcy used it with sarcasm, showing that the man they are talking about possesses opposite features of a gentleman. In order to analyze a deep meaning of this concept, we firstly mention that it is culturally specific concept which has deep roots in culture of England. By using it twice, the author urges readers to analyze the concept “gentleman” before identifying its role in cultural world picture representation of English nation.

To sum up, it is worth to emphasize the importance of studying various types of pragmatic intentions and their verbalization means in a language. It is essential for both addresser and addressee because in giving a speech or creating text, the addressee wants to achieve his or her aim by using different intentions. The knowledge about verbalization means of intentions is also essential for the addresser as he or she needs to decoding conceptual information of the text.

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