



SOCIOPRAGMATIC DETERMINANTS OF EVALUATION IN INFORMATION-ANALYTICAL DISCOURSE

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Annotation

Recently, in linguistics, interest in problems related to the role of the “human factor” in language has increased, due to the appeal to the main settings of the anthropocentric program of language learning, a constructive feature of which is the comprehension of language in close connection with human existence. The conditions of cognition, in which any scientific research takes place at a given stage in the development of linguistics, differ significantly from those that classical science dealt with. Many linguistic problems require careful analysis in line with modern concepts and paradigms. Among these problems is the category of evaluation, which is a phenomenon that is multifaceted in content and methodological significance.

Keywords: determinant, linguistics, language, paper, cognition.

INTRODUCTION

The study of the evaluation category involves the application of a multidimensional approach to the analysis of speech activity. One such approach is sociopragmatics. With a sociopragmatic approach, opportunities open up for considering evaluation as a socially conditioned and discursively determined phenomenon that plays an important role in structuring speech communication.

At present, the methodology of an integrated approach to the analysis of evaluation as a socially determined category has not yet been fully developed. Thus, the question of the functioning of the category of evaluation in the context of speech and macrospeech acts, in terms of direct and indirect expression, as well as the conditionality of evaluation by social and pragmatic factors that distinguish the discourse of high-quality US press, remains insufficiently studied. The study of the language of the most famous and influential media publications seems important in terms of a deeper understanding of the socio-cultural specifics of modern American society, which must be taken into account in the process of comprehensive cooperation with the United States, one of the most influential states in the Pacific basin, in relation to which the Russian Far East has a natural geographical priority.





MATERIALS AND METHODS

The theoretical and methodological basis of the study was the provisions developed in domestic and foreign works on media linguistics (Yu. V. Rozhdestvensky, T. G. Dobrosklonskaya, M. N. Volodina, G. Ya. Solganik, D. A. Graber, N. Burger, etc.), theories of intercultural communication (S. G. Ter-Minasova, G. G. Molchanova, M. B. Bergelson, O. A. Leontovich, E. N. Kearny, E. S. Stewart, J. R. Bittner, etc.), axiological linguistics (N. D. Arutyunova, E. M. Wolf, V. N. Teliya, V. Charleston, R. M. Hare, etc.), sociolinguistics (O. S. Akhmanova, A. D. Schweitzer, JI. P. Krysin, V. Spolsky, M. A. K. Halliday and others), linguistic and sociopragmatics (P. H. Grice, G. N. Leech, J. Yule, H. I. Serkova, N. A. Karazia and others), the theory of speech acts and the theory of discourse (O. V. Aleksandrova, N. I. Formanovskaya, T. A. van Dijk, J. L. Austin, J. R. Searle and others), the theory of speech influence (E. I. Sheigal, O. S. Issers, K. Sornig, L. M. Beebe, J. Rubin and others).

RESULTS AND DISCUSSION

The problem of speech interaction is considered by us through the concept of strategies, tactics and techniques. Strategy is understood as “a cognitive process in which the speaker correlates his communicative goal with a specific linguistic expression, counting on the corresponding “background knowledge” of the addressee”. The strategy is implemented through speech tactics, each of which is a solution to one task within the framework of a given strategic goal. A tactic acquires its linguistic form with the help of a speech technique, while the same technique can be subject to different tactics [1].

Let us consider the action of the postulates of communication in the statement of evaluation in the conditions of cooperative speech interaction in the media discourse. First of all, let's determine what factors can induce the subject of assessment to follow the principle of cooperation. Let's find out what strategies and tactics are used that indicate the observance of the postulates of the principle of cooperation in expressing an assessment in the information-analytical discourse, and what linguistic forms indicate their observance. I. Linguistic means of observing the postulates of the category of quantity The postulates of the category of quantity include two maxims:

1. Your statement must contain no less information than required.
2. Your statement should contain no more information than required [2].

Quantitative evaluation parameters are determined in the information and analytical discourse by a number of factors. First of all, such a characteristic as genre influences the adequate regulation of evaluative information. It is known that the main



communicative goal of information-analytical media texts is the analysis and evaluation of the stated facts, therefore the authors of this type of texts strive to ensure that their material contains no less evaluative information than required. At the same time, in this case, another socio-cultural factor comes into play-the belonging of the considered media publications to the category of quality press, which affects the observance of the “sense of proportion” and tact in the process of expressing an assessment, which corresponds to the second maxim of the category of quantity.

The specificity of media communication through the print media involves ensuring the adequacy and speed of perception of information. The subject of speech should avoid length and not abuse understatement in order to ensure a quick reading and adequate understanding of the text. Thus, the specificity of the language of the newspaper as a functional style also encourages the authors of newspaper materials to follow the maxims of the category of quantity in the statement of evaluation.

Compliance with the postulates of quantity underlies the strategy of “increasing the attractive power and “readability” of the message” (Yu.K. Pirogova’s term) [3]. Within the framework of this strategy, in this case, there is a tactic that can be given the metaphorical name “measure above all else”. In the material under study, this tactic is embodied through the use of different types of compound words as a means of evaluation, for example:

- a) the use of compound words formed by adding the bases: End the shellgame.
- b) the use of compound words: Anderson is no triumphalist tubhumper for capitalism or democracy.
- c) the use of complex abbreviated words: Gimelstob called Kournikova the “b-word” and made sexually-charged remarks about Kournikova and his brother. (USA Today: June 28, 2008)
- d) use of word likeness: He s a demanding, sleep-onhe-office-cot perfectionist, a stern disciplinarian. Compound evaluation words are more compact than phrases and sentences. A kind of compression, concentration of evaluative information takes place in them.

The newspaper text is limited in space and time, so taking Grice's first postulate into account is of particular importance for making an assessment. Thanks to the observance of the postulates of the category of quantity, the evaluative statement functions in the discourse as complete, not containing semantic redundancy.



CONCLUSION

P. Linguistic Means of Compliance with the Postulate of the Category of Quality The category of quality includes the general postulate: “Try to make your statement true”. This postulate is revealed by two particular maxims:

1. Don't say what you think is false.
2. Don't say things for which you have no good reason [5].

Compliance with the postulate of the category of quality in the statement of evaluation in the discourse of the American quality press is socio-culturally determined, since truthfulness and accuracy, reliance on facts is one of the requirements for media publications of this class. Journalistic ethics itself indicates to the subject of speech the need to avoid unverified facts and unfounded assessments in the presentation.

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