

THE ROLE OF LINGUA-PRAGMATIC PRINCIPLES IN EXPRESSING AUTHOR'S INTENTION IN PUBLICISTIC TEXTS

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Annotation: This article is devoted to the role of pragmatic principles in the expression and realization of the author's communicative intention in publicistic texts. The research goal is to showcase the interdisciplinary nature of linguistics, specifically the connection between pragmatics and stylistics: observance of Cooperative maxims in newspaper articles, implication of politeness strategies to encode persuasive speeches. Analyzing the implied meaning through linguistic perspective help us decode the message more efficiently and accurately.

Key words: communicative intention, publicistic text, cooperative maxims, politeness strategies, felicity conditions.

The successful realization of author's intention is closely connected to pragmatic and linguistic tools that are linked to Speech Acts and Cooperative Principles. We shall discuss the pragmatic means which serve for successful realization of intention in general and their role in publicistic texts.

Poul Grice was one of the pioneers to develop strategies for successful communication and intention realization. He proposed the theory of Cooperative Principles as the main framework for achieving the goal of the speaker (illocutionary act) in the conversation. Adhering to the Cooperative Principles, four conversational maxims are used as pragmatic tools.

1. Maxim of quantity. Addresser is required to provide enough information, neither more nor less, needed for the realization of their intention.
2. Maxim of quality. The speaker should always tell information that is true and supported by evidence.
3. Maxim of relation. Conversationists should keep the relevance to the topic at hand.
4. Maxim of manner. Speakers are supposed to be clear and orderly while delivering the message avoiding ambiguity and obscurity.

According to P. Grice, all these conversational maxims should be followed for the successful realization of the intention. If the speaker violates one of these maxims

intentionally, they would still be following the general Cooperative principles, however, would be having the hearer to decode the implicature. Not following the maxims deliberately is called flouting the maxims, and the speaker should not aim to misguide or deceive the hearer, rather should be aiming for conversational implicature.

However, in order to achieve an intended effect on the hearer (perlocutionary effect) Gricean maxims are not enough in the conversational scenario. John Austin highlights the importance of felicity conditions in his work “How to do things with words”. Felicity conditions are requirements and background assumptions that are necessary for the speech acts to be socially and contextually appropriate. John Searle later differentiates certain types of Felicity Conditions such as:

- General conditions. Conversationalists should understand the language and the speech act, not joking or pretending.
 - Saying I promise knowing what promise means.
- Content conditions. The content of the speech act should be appropriate for the type of act.
 - Promise should be about the future, request should be a doable action.
- Preparatory conditions. The speaker should have the authority and ability to perform the act in the appropriate circumstances.
 - Judges sentencing, Presidents declaring.
- Sincerity conditions. Speaker should genuinely intend their words.
 - Saying sorry with real regret.
- Essential conditions. Speakers must be committed for the action by saying.
 - Promising to do something is taking the obligation of doing it.

Another linguistic strategy to achieve the successful realization of the speech act is using Explicit performatives. In John Austin’s view, these are the most effective means of expressing the intention. Explicit performatives are the performative verbs used in the first person singular present active voice. The main function of performative verbs is to make the specific illocutionary act explicit and clear for the listener. For example, “I order you to come here” clearly states that the illocutionary force is ordering and the intention of the speaker is to make the listener come to them. Using performatives ensures clarity and unambiguity so they keep the stated action fixed for the performance of the action. Uttering a sentence in an appropriate felicity condition is considered performing the act itself rather than describing or informing. For instance, saying “I hereby resign you” is the act of resigning, or saying “I bet 2 hundred for this horse” during a horserace itself is betting the money. However, we are not limited to using only performative verbs during communication, we can achieve the same intended result by applying implicit performatives. They are sometimes referred as primary performatives and considered less clear compared to the explicit performatives. They include using mood, modals, adverbs, tone of voice and emphasis.

Primary utterance: I will help you.

Explicit performative: I promise I will help you.

When explicit performative is used, the listener knows that it is a promise and act accordingly. Although primary utterance “I will help you” also means promise, the listener might not be sure and ask if it is a promise.

Other than Gricean maxims and felicity conditions, there is a need for using Politeness in order to achieve intended goal of the communication. While Cooperative principles focus on clarity and efficiency in communication, Politeness strategies are used to achieve the intend more effectively and prevent conflicts during conversation. Geoffrey Leech introduced Politeness Principles as a compliment to Grice’s Cooperative Principle, and describes politeness as “the oil that lubricates the wheels of social interaction.” (Leech, G. N. (1983). Principles of pragmatics.) The main function of using politeness principles is to maximize benefit to others and minimize discomfort during the talk exchange. G. Leech differentiates six maxims of politeness: tact maxim – to minimize cost to others (Would you mind helping me?), generosity maxim – to minimize benefit to self (Let me do that for you.), approbation maxim – to maximize praise to others (You did a great job), modesty maxim – to minimize praise to self (Everyone would do the same), agreement maxim – to minimize disagreement (I agree, but ...), sympathy maxim – maximize sympathy to others (I am sorry to say that...).

In publicistic style, the author’s communicative intention (persuading, informing, manipulating, influencing public opinion or directing) can be successfully achieved when above mentioned linguistic and pragmatic strategies are applied appropriately in the text or speech. For instance, informative intention of the author can be best achieved when Grice’s quality and manner maxims are followed as informative texts need to be clearly stated and contain factually correct information. “The unemployment rate fell to 3.7% in November, according to the Labor Department” (New York Times). Author’s persuasive intention, on the other hand, is successfully achieved via using Leech’s politeness strategies such as tact, modesty and generosity maxims. “We are ready to sacrifice resources to tackle this issue” (Washington Post’s).

Thus, pragmatic principles in cooperation with other linguistic means, such as use of modal verbs, plays an important role in expressing author’s communicative intention in publicistic style. This clearly manifests the interdisciplinary nature of stylistics and pragmatics together with the strong link between these two sciences.

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