

## PRAGMATIC FUNCTION OF EMOJI AND STICKERS: ANALYSIS OF TELEGRAM CORRESPONDENCE

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### ANNOTATION

This article analyzes the pragmatic functions of emojis and stickers widely used in Telegram and other popular social media messengers. The study examines the role of emojis and stickers in expressing a person's emotions in messages written through messengers and filling in communication elements that are difficult to express through written speech. In addition, the pragmatic meanings of emojis, adaptable to various situations, and the degree of their influence on the effectiveness of mutual communication, as well as the degree of their role in the development of relationships between people, are considered. According to the research results, the pragmatic features of visual symbols such as emojis and stickers in the era of modern digital technologies are highlighted.

**Keywords:** emoji, sticker, pragmatics, Telegram, digital communication, correspondence analysis, visual symbols, written speech, context, communicative task, emotional expression, meaning enhancement, social attitude, oral speech, semantics.

### АННОТАЦИЯ

В данной статье анализируются прагматические функции эмоджи и стикеров, широко используемых в Telegram и других популярных мессенджерах социальных сетей. В исследовании изучается роль эмоджи и стикеров в выражении эмоций человека в сообщениях, написанных через мессенджеры, и в дополнении элементов общения, которые трудно выразить посредством письменной речи. Кроме того, рассматриваются прагматические значения эмоджи, которые адаптируются к различным ситуациям и в какой степени они влияют на эффективность взаимного общения, а также степень их роли в развитии отношений между людьми. По результатам исследования раскрываются прагматические особенности таких визуальных символов, как эмоджи и стикеры в эпоху современных цифровых технологий.

**Ключевые слова:** стикер-эмоджи, прагматика, Telegram, цифровое общение, анализ корреспонденции, визуальные знаки, письменная речь, контекст, коммуникативная задача, эмоциональное выражение, усиление смысла, социальная значимость

## INTRODUCTION (What are emojis and stickers? What are their communicative functions?)

**Emoji** - (/ɪ'moudʒi/ plural emoji or emojis; Japanese: 絵文字) - a pictogram, logogram, or ideogram embedded in text and used in electronic messages and web pages. The main function of modern emojis is to compensate for the lack of emotions in ordinary conversation, as well as to replace words as part of the logographic system.

A **sticker** is a detailed depiction of characters expressing an emotion or action, which is a mixture of cartoons and "emojis" similar to a Japanese smile. They are more diverse than emoticons and are based on the "face reaction" culture on the internet due to their ability to depict body language with a facial reaction. Stickers are complex, character-based emoticons that give people easy tools to communicate through scary animations. [1]

We need to understand the main term that forms the basis of the research, that is, what pragmatics is. Pragmatics is a branch of linguistics that studies how words or sentences used in speech change their meaning depending on the situation, purpose, and the listener's and speaker's attitude to the situation. In general, this field studies the extent to which language units change depending on the context, expressing the speaker's intention, hidden meaning in speech, and meanings such as command, request, and advice.

In recent years, the topic of emoji and stickers has become the main research center in the field of linguistics, especially pragmatics, and has been studied by a number of scholars. Researchers have found that visual signs, such as emojis, are as important in social communication as other units of language, such as sentences, words, phrases. One of them, D. Crystal, noted in his scientific works that the use of emojis and icons serves to increase the effectiveness of written speech.

### ➤ **Emoticons and icons (using font icons):**

Although the work does not have a separate chapter directly about emojis, it analyzes how emoticons and other Internet symbols are used to express emotions in written speech. Crystal describes emoticons as a means of conveying facial expressions through graphics, emphasizing that although their semantic roles are limited, they perform an important paralinguistic function in CMC (Computer-mediated Communication).

### ➤ **The role of graphic and stylistic elements:**

Unlike other written forms, Internet speech makes speech more expressive, contextually rich, and creative through new elements such as graphic presentation, emoticons, and short words.

### ➤ **Computer-mediated communication (CMC):**

Crystal determines how new constructions, coding, and stylistic inventions emerging in CMC - such as abbreviations (LOL, OMG) and graphic symbols - are influencing language evolution. [2]

Two other linguists, J. Austin and J. Searle, also conducted research on the communicative significance of emojis. According to their research, emojis are used as a means of softening or strengthening the power of acts expressing commands, desires, and advice.

### **J. AUSTIN. THEORY OF SPEECH ACTS AND EMOJES.**

In his work *"How to Do Things with Words"* (1962), J. Austin interprets speech not only as a means of conveying information, but also as a form of performing an action and identifies three levels of speech: locutionary act (the original meaning of the word), illocutionary act (the purpose and tone of the sentence - command, message, and request), perlocutionary act (the impact of speech on the listener).

In modern research, emoji and stickers are interpreted precisely as a means of clarifying or enhancing illocutionary power. For example, an emoji added to a written text indicates that the sentence is in a commanding, humorous, ironic, or friendly tone. Therefore, emoji and stickers are interpreted as pragmatic signs of a speech act within the framework of Austin's theory. [3]

### **J. SEARLE'S THEORY AND THE PRAGMATIC FUNCTION OF IMAGES**

J. Searle, continuing Austin's work, classifies acts in speech:

- Assertives (notification),
- Directives (request, order),
- Commissions (promise),
- Expressives (expression of feelings),
- Declaratives (changing social status).

Emojis and stickers are especially closely related to speech acts that show emotions, such as excitement or request. They express feelings, attitudes, and evaluations in written communication, clarifying the pragmatic meaning of the sentence. Based on Searle's theory, emoji and stickers are interpreted as a means of visually reinforcing illocutionary intent. [4]

Research conducted on Telegram itself shows that stickers have a more complex semantic and pragmatic load compared to emoji. Because, unlike emojis, stickers are in the form of real-life visual materials, people and animals, or other objects, and there are also animated variants, which is why they are used more often than emojis. But thanks to the development of the digital world, today's Telegram Premium (Telegram Premium is a voluntary subscription service that provides additional special features and helps support the development of the application. It is part of Telegram's sustainable income generation method and is managed by users, not advertisers or



shareholders. In this way, Telegram can maintain its independence and prioritize the interests of its users. [5]), emojis became even more popular. Because each set is focused on a specific topic, and currently each organization (university, enterprise, or educational center) has its own separate emoji sets in the Telegram messenger, and some of them are animated, that is, they come into motion.

From my research, I learned that emojis and stickers are important in the field of pragmatics in linguistics. It turned out that emojis and stickers help to increase the effectiveness of the speaker's speech and enhance the illocutionary act of speech. For example, when short messages come with emojis, they serve to enhance their meaning or prevent misinterpretation. Another important aspect is that stickers have a stronger impact than emojis, but thanks to new features in Telegram, it has become clear that emojis can also match them.

Some shortcomings in the use of emojis were also identified, in particular, the fact that one emoji expresses different meanings, the content is understood differently between the sender and the recipient, or the meaning of emojis and stickers changes as they are passed down from generation to generation, that is, emojis that are friendly and humorous for young users have rude behavior for older people or have an insulting meaning cause a number of minor misunderstandings.

### RESULT

As a result of this research, I learned that the emoji and stickers used in the Telegram network are not only used as beaks, but also have become an important pragmatic unit that increases the effectiveness and communicative efficiency of written speech. It is important that they are a means of determining the author's inner feelings, attitude to the situation, and the illocutionary level of the speech act.

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