THE INFLUENCE OF NATIONAL AND CULTURAL FACTORS ON THE AUDIENCE'S PERCEPTION OF AN IRONIC SPEECH ACT

ВЛИЯНИЕ НАЦИОНАЛЬНО-КУЛЬТУРНЫХ ФАКТОРОВ НА ВОСПРИЯТИЕ ИРОНИЧЕСКОГО РЕЧЕВОГО АКТА АУДИТОРИЕЙ.

KINOYA NUTQIY AKTINING AUDITORIYA TOMONIDAN IDROK QILINISHIDA MILLIY-MADANIY OMILLARNING TA'SIRI

Abduqodirova Madina Abduqayum qizi
Student of Tashkent state transport university
Gmail: madinaabdukodirova73@gmail.com
Tel:+998938025659

Annotation. This study examines how national and cultural factors influence the audience's perception and interpretation of ironic speech acts. It emphasizes that irony is culturally dependent and not universally understood. The research explores how differences in cultural background, communication styles, and values affect the recognition of irony. The findings contribute to the fields of pragmatics, intercultural communication, and linguistic anthropology.

Key words: Irony, speech act, cultural factors, national identity, pragmatics, intercultural communication.

Аннотация. В исследовании рассматривается влияние национально-культурных факторов на восприятие и интерпретацию иронических речевых актов аудиторией. Подчеркивается, что ирония зависит от культурного контекста и не имеет универсального понимания. Исследование показывает, как различия в культурных традициях, стилях общения и ценностях влияют на распознавание иронии. Результаты важны для развития прагматики, межкультурной коммуникации и лингвистической антропологии.

Ключевые слова: Ирония, речевой акт, культурные факторы, национальная идентичность, прагматика, межкультурная коммуникация.

Annotatsiya. Ushbu tadqiqotda kinoya nutqiy aktining auditoriya tomonidan qanday qabul qilinishi va talqin qilinishiga milliy-madaniy omillar qanday ta'sir ko'rsatishi tahlil qilinadi. Tadqiqot shuni ko'rsatadiki, kinoya har doim ham bir xil anglanmaydi — bu madaniy kontekst, qadriyatlar va muloqot uslublariga bog'liq. Tadqiqot natijalari pragmatika, madaniyatlararo muloqot va lingvistik antropologiya sohalariga muhim hissa qo'shadi.

Kalit so'zlar: Kinoya, nutqiy akt, madaniy omillar, milliy o'zlik, pragmatika, madaniyatlararo muloqot.

Introduction. Irony is a complex and context-dependent form of communication that often conveys meanings opposite to the literal interpretation of words. While it is widely used across languages and cultures, its understanding and effectiveness largely depend on the audience's ability to recognize implicit meanings, cultural references, and social cues. In many cases, what is considered ironic in one cultural context may be misunderstood or interpreted differently in another. This study explores how national and cultural factors influence the audience's perception of ironic speech acts. It aims to analyze the role of cultural background, values, and communication styles in the recognition and interpretation of irony. Understanding these differences is essential not only for linguistic and pragmatic analysis but also for improving cross-cultural communication and reducing misunderstandings in multicultural settings. By examining examples of ironic speech acts in different cultural contexts, this research seeks to contribute to the bro. [3]

Literature review. Irony has long been a subject of interest in linguistic, pragmatic, and cultural studies due to its complex and often ambiguous nature. Traditionally, scholars such as Grice have approached irony through the lens of implicature, suggesting that the speaker intentionally violates conversational maxims to imply a meaning opposite to what is literally said. According to Gricean [5] theory, irony functions as a form of indirect communication where the listener is expected to infer the speaker's true intention based on shared contextual knowledge. However, subsequent research has shown that irony cannot be universally defined or interpreted, as it is deeply rooted in cultural norms and communicative practices. What one culture perceives as ironic, another may interpret as sincere, sarcastic, or even offensive. For instance, in Western cultures such as British or American English-speaking societies, irony is often used humorously or as a form of social criticism. A phrase like *"Well, that went perfectly!"* said after a major failure is typically understood as ironic due to tone and context. In contrast, in some Eastern cultures, such as Japanese or Korean societies, irony is used less overtly, and its interpretation relies heavily on politeness strategies and hierarchical relationships. Studies have found that in such cultures, the use of irony may be considered inappropriate or disrespectful in formal contexts, as indirectness is more closely associated with politeness than with irony. Consequently, non-native speakers from such backgrounds may struggle to detect or respond appropriately to ironic speech acts in intercultural communication. Cross-cultural pragmatics has emphasized the importance of shared background knowledge in the interpretation of irony. Scholars such as Wierzbicka have argued that irony is culture-specific and must be analyzed within the framework of cultural scripts—patterns of behavior and expectations embedded within a particular community.[6] For example, Australian English, with its strong emphasis on egalitarianism and informal interaction, often employs irony and self-deprecation as markers of group identity and social

bonding. In contrast, cultures with strong vertical power structures may interpret such remarks as undermining authority or lacking seriousness. Empirical studies have supported these observations. Research involving multilingual speakers has shown that individuals are more likely to correctly interpret ironic statements in their native language, especially when cultural references are involved. One such study explored how Spanish and German speakers responded to ironic compliments. While Spanish speakers, coming from a high-context, relational culture, were more likely to interpret the compliment as humorous and friendly, German speakers, whose communication style is more direct and low-context, sometimes interpreted the same statement literally or as critical. [1] Additionally, psychological and neurological studies have demonstrated that the processing of irony activates specific areas of the brain associated with theory of mind—the ability to infer the mental states of others. This further underlines the cognitive complexity involved in interpreting irony, especially when cultural cues differ. [4] In conclusion, the literature reveals that the interpretation of ironic speech acts is shaped not only by linguistic competence but also by cultural norms, values, and communicative styles. As globalization increases intercultural interaction, understanding how irony functions across cultures becomes essential for effective communication. The current study builds on this foundation by analyzing how audiences from different national and cultural backgrounds perceive irony, aiming to provide insights that can aid both linguistic theory and practical communication in multicultural environments.

Conclusion. Irony, as a nuanced and often culturally embedded form of expression, cannot be fully understood outside the context in which it is produced and received. This study highlights that the perception and interpretation of ironic speech acts are deeply influenced by national identity, cultural values, and communicative norms. While irony may serve similar rhetorical or social functions across cultures—such as humor, criticism, or politeness—the strategies used to convey and recognize it differ significantly. The literature and examples reviewed show that what is perceived as irony in one cultural context may be misunderstood or entirely missed in another, leading to miscommunication, especially in intercultural settings. Factors such as indirectness, tone, shared knowledge, and social hierarchy all play a crucial role in shaping how irony is interpreted by different audiences. Therefore, understanding irony through a culturally informed lens is essential not only for linguists and pragmatists but also for educators, translators, and professionals engaged in intercultural communication. Further research in this area can help develop practical tools and frameworks to enhance mutual understanding and reduce communication barriers in an increasingly globalized world.

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