

**ANDIJON DAVLAT CHET TILLARI INSTITUTI  
GID HAMROHLIGI, MADANIYATLARARO MULOQOT  
VA TARJIMASHUNOSLIK KAFEDRASI**



**«TURIZM SOHASIDA SOTSIAL  
MEDIA, MAHALLIY MADANIYATLAR  
VA GID HAMROHLIK MUNOSABATLARI»  
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## **2-QISM**

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But a grounded theory of the sign based on modern linguistic and semiotic achievements has never been created, since semiotics throughout the 20th century was more interested not in the familiar itself, but in the constant sign - the text.

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## **THE IMPORTANCE OF PRAGMATICS IN CONTRASTIVE LINGUISTICS**

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### **Annotation**

Being a specialized branch of linguistics, pragmatics deals with relationship between natural language and users of language. Pragmatics focuses on conversational implicatures that what the speaker wants to say and listener's interpretation of it. This thesis defines the role of pragmatics in linguistics, the importance and the usage of linguopragmatics in contrastive linguistics. Besides, brief information about history of pragmatics and description of its types such as Cognitive pragmatics, Intercultural pragmatics, Conversational implicature and others.

**Keywords:** pragmatics, conversational implicature, cognitive pragmatics, inferred meaning, implied meaning, linguistic pragmatics.

### **Аннотация**

Будучи специализированной отраслью лингвистики, прагматика занимается взаимоотношениями между естественным языком и пользователями языка. Прагматика фокусируется на разговорных импликатурах того, что говорящий хочет сказать, и интерпретации этого слушателем.

В данной диссертации определяется роль прагматики в лингвистике, значение и использование лингвопрагматики в контрастивной лингвистике. Кроме того, включены краткие сведения об истории прагматики и описание ее типов, таких как Когнитивная прагматика, Межкультурная прагматика, Разговорная импликатура.

**Ключевые слова:** прагматика, разговорная импликатура, когнитивная прагматика, подразумеваемый смысл, подразумеваемый смысл, лингвистическая прагматика.

### **Annotatsiya**

Tilshunoslikning maxsus bo'limi bo'lgan pragmatika til va til foydalanuvchilari o'rtasidagi munosabatlar bilan shug'ullanadi. Pragmatika asosiy e'tiborni so'zlovchi aytmqochi bo'lgan so'zlashuv ta'siriga va tinglovchining talqiniga qaratadi.

Ushbu tezisda pragmatikaning tilshunoslikdagi o'rni, qiyosiy tilshunoslikda lingvopragmatikaning ahamiyati va qo'llanilishi bayon qilingan. Bundan tashqari, pragmatikaning tarixi haqida qisqacha ma'lumotlar va uning kognitiv pragmatika, madaniyatlararo pragmatika, so'zlashuv implikaturasi kabi turlari tavsifi ham kiritilgan.

**Kalit so'zlar:** pragmatika, so'zlashuv implikaturasi, kognitiv pragmatika, anglashilgan ma'no, nazarda tutilgan ma'no, lingvistik pragmatika.

Pragmatics is considered the subfield of linguistics. This branch of the study of language refers relation between implied and inferred meaning. Pragmatics is a

field of semiotics and linguistics that studies the use of language signs in speech, in other words, a branch of science that studies the relationship of the subjects who use it to the same system of signs by mastering a certain system of signs. The main idea of pragmatics was introduced by American scientist Ch. Pierce. Another American scientist Ch. Morris developed this idea and called the term "Pragmatics" as the name of a branch of semiotics.<sup>99</sup> To define pragmatics, experts sometimes compare and contrast it with linguistic semantics or compare it to syntax or semiotics, all of which are distinct terms.

Between 1780 and 1830, pragmatics as we know it today emerged in Britain, France, and Germany. Between 1880 and 1930, pragmatics became more and more prominent as linguists who studied language philosophy came to agree that language itself is a sort of human action and that language must be examined in the context of discourse and living. These days, linguistics is an interdisciplinary field of study that includes the humanities, social sciences, and natural sciences.<sup>100</sup>

Pragmatics was a reaction to structuralist linguistics as outlined by Ferdinand de Saussure. In many cases, it expanded upon his idea that language has an analyzable structure, composed of parts that can be defined in relation to others. Pragmatics first engaged only in synchronic study, as opposed to examining the historical development of language.<sup>101</sup> The study of pragmatics focuses on the literal and nonliteral components of language as well as how social or physical settings influence how those linguistic expressions are used, in contrast to semantics, syntax, and semiotics. This branch of linguistics includes following areas:

Conversational implicature

Cognitive pragmatics

Intercultural linguistics

Sociolinguistics

Relevance theory

Theory of mind

Conversational implicature is predicated on the notion that participants in a discussion are working together to accomplish a common objective; as a result, conclusions can be drawn from a speaker's answers to queries. The term and notion of implicature were coined around 1975 by philosopher Paul Grice. Other researchers have since improved upon his work.

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<sup>99</sup> National Encyclopedia of Uzbekistan. The first volume. Tashkent, 2000

<sup>100</sup> <https://www.masterclass.com/articles/pragmatics-in-linguistics-guide>

<sup>101</sup> Mohammed Jasim Betti, Pragmatics in Linguistics, 2021 september



Sociolinguistics is the study of how different social groupings that native speakers of the same language may belong to might influence them to speak differently from one another. If we take Uzbek nation as an example, in Bukhara region guests are always offered to eat by hosts, but in contrast to Khoresm region this typical hospitality can be referred as disrespectful.

Cognitive pragmatics studies cognition, or the mental operations that underlie human communication (sometimes referred to as cognitive processes). The study of language difficulties in people with developmental impairments or those who have experienced brain trauma that impairs their speech may be the focus of cognitive pragmatics researchers.

Intercultural pragmatics examines how people from various cultural backgrounds and first languages communicate with one another. Similar to this, second language learners can benefit from interlanguage pragmatics.

Relevance theory put out by Dan Sperber and Deirdre Wilson, relevance theory is a prominent pragmatics framework. The theory, which takes its cues from Grice's theories on implicature, holds that every statement a speaker makes transmits enough pertinent information for the addressee to make the effort to understand what they are saying. In the 1970s, David Premack and Guy Woodruff first put out theory of mind. The main idea behind theory of mind is that knowledge of a person's mental health can aid in explaining how they utilize language. Some academics believe that pragmatic competence—which addresses language use within a specific linguistic context—and the philosophy of mind are related.

We distinguished several types of pragmatics above, but in one word we can say that pragmatics is referred as implied meaning. It can be difficult to understand what pragmatics is and how to use it without looking at examples. These instances should help clarify how pragmatics are used in casual discourse.

“It is getting hot” – teacher and students are having a class and teacher suddenly said “ it is getting hot” according to pragmatic or implied meaning of this phrase students should say “ shall we open the door?” or “shall we switch of air conditioner?”

If it's raining heavily and someone says, “Great weather, isn't it?” they don't actually mean the weather is pleasant. Rather, they're implying that the weather is terrible.<sup>102</sup>

Conclusion. Pragmatics is the field of linguistics that delves into how social context, shared knowledge, and other factors shape the way language is understood

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<sup>102</sup> Levinson, 2000; Levinson, 2013

and used to communicate effectively. Pragmatics focuses on the viewpoint of the user, including word choice and sentence structure considerations, social interaction constraints, and the effect language usage has on other participants in the conversation.

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## O‘ZBEK VA INGLIZ NUTQIY ETIKETLARINING QIYOSIY TADQIQI

**ODILOVA GULCHIROY HUSNIDDIN QIZI**  
**ANDIJON DAVLAT CHET TILLARI INSTITUTI**  
**XORIJIY TIL VA ADABIYOTI 2-BOSQICH MAGISTRANTI**

**ANNOTATSIYA:** Bugungi kunda tilshunoslikda o‘zbek va ingliz etiketlarining farqiga katta e’tibor qaratilmoqda. Ayniqsa, qiyosiy tadqiqot usuli muhim ahamiyatga ega bo‘lmoqda. Ushbu maqolada etiket haqida umumiy ma’lumot berilib undan so‘ng o‘zbek va ingliz nutqiy etiketlarining qiyosiy farqini korib chiqamiz.

**Kalit so‘zlar:** madaniyat, ibtidoiy davr, odamlar dunyoqarashi, insoniyat tarixi, o‘dab-axloq, nutqiy etiketlar

### **COMPARATIVE STUDY OF UZBEK AND ENGLISH SPEECH ETHICS**

**ABSTRACT:** Today, linguistics pays great attention to the differences between Uzbek and English etiquette. The method of comparative research is especially important. This article provides an overview of etiquette and then compares the differences between Uzbek and English etiquette.

**Keywords:** culture, primitive period, people's worldview, human history, ethics, speech etiquette

**KIRISH** Etiket axloqiy madaniyatning yaqqol ko‘zga tashlanadigan munosabatlar ko‘rinishlaridan biri sifatida ko‘proq insonning tashqi madaniyatini, o‘zaro munosabatlardagi o‘zini tutish qonun-qoidalarning bajarilishini boshqaradi. Aslida, “etiket” tushunchasi miloddan avvalgi 2,5 - 3 ming yillikda qadimgi Misrda paydo

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*Ilmiy nashr*

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**“Turizm sohasida sotsial  
media, mahalliy madaniyatlar va**