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THE PROBLEM OF INVESTIGATING PRAGMATIC MEANING

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Abstract. *Pragmatics is the study of "invisible" meaning, or how we recognize what is meant even when it isn't actually said or written. In order for that to happen, speakers or writers must be able to depend on a lot of shared assumptions and expectations when they try to communicate. The investigation of those assumptions and expectations provides us with some insights into how more is always being communicated than is said. The article discusses investigation of pragmatic meaning, speech situation, internal and external structure of the meaning, individual and socially determined components*

Key words: *linguistic pragmatics, pragmatic meaning, internal structure, external structure, communication context, contextual, individual component, socially determined component.*

Linguistic pragmatics as an independent scientific direction was formed in the second half of the 20th century. Its origin was due to a number of prerequisites, among which we can highlight both scientific, in particular, focus on the human factor, so and private scientific ones - rethinking the terms pragmatics, pragmatic, meaning, etc. From the same time, which was recognized as the "period of rebirth" of pragmatics, a real pragmatic upsurge occurred in foreign linguistics. A number of conferences, gatherings were held on this topic, collections are being published, there is no limit to scientific research.

Within the framework of linguistic pragmatics, the studied phenomena are defined closely related to the characteristics of the sender, recipient and communication context. This creates a basis for understanding the most important forms human activity, including verbal communication, implementation using speech signals with their inherent meanings, and also contributes to the formation of continuity in this particular areas between such branches of scientific knowledge as philosophy and semiotics, psychology and linguistics, which, in turn, leads to reflection in relation to both pragmatic meaning and the principles and methods of its research.

At the present stage of development of linguistic pragmatics, its importance is interpreted as information transmitted by a specific sign (signal) in the process of communication. Linguistic pragmatics studies meanings that arise and exist in the communication flow. The meanings coming from the sender of the text and the meanings perceived and interpreted by the recipient of the text are different. Both meanings can be usual (dictionary), actual (contextual) or pragmatic.

The usual meaning of the word corresponds to the objective interpretation,

representing in detail a specific object, phenomenon, process, their properties, relationships that exist and potentially exist in reality. The usual meaning is fixed in the wordstock and is often supplemented by rules for combining a given word with other words of the language.

Pragmatic meaning, due to its attachment to the speech situation has, in addition to internal, also external structure. External structure of pragmatic meaning is based on stereotypical speech behavior of the sender's personality. Under stereotypical speech behavior we understand emotive and conative-conditioned speech reactions of the sender, existing in the form of a relatively stable system of speech actions, a system that is formed in response to habitual repetitive conditions of communication. The pragmatic meaning of the word (as well as stereotypical speech behavior of the sender who actualized the given word) can reflect:

- individual situational attitude of the sender subject to displayed events, entities and/or to the recipient;
- conventional socially determined relation of the subject sender's project to the displayed events, entities and/or to the recipient.

Therefore, as in the internal structure, in the external structure of pragmatic meaning, two groups of components can be distinguished: individual components and socially determined components.

Individual components of pragmatic meaning represent value orientations of the individual, individual moral standards, priorities, attitudes, as well as subjective experiences, feelings and emotions.

Socially determined components of pragmatic meaning reflect moral norms and group values, group priorities and installations.

Both individual and socially determined components of pragmatic meaning are always real, that is existing at a given specific moment of speech implementation, different from components of pragmatic meaning that can be also potential, respectively, existing in the hidden way and manifesting itself under certain conditions.

Due to the presence of individual and socially determined components pragmatic meaning "authorizes" the pragmatic meaning regarding the identity of the sender of the text as a carrier of specific individual-personal and linguocultural properties at the moment of actualization their of concrete speech signals.

Pragmatic sense and pragmatic meanings cannot be autonomous, self-contained structures, since they cannot exist separately from the interpreting subject and, in addition to purely linguistic components, include cultural components (mainly whose new characteristics is instability).

The instability of pragmatic meaning is determined inclusively/exclusively of the perceived object relative to boundaries of perceptual space of the subject.

In addition, the pragmatic sense and pragmatic meanings can be components of sense and meanings of units at different levels: lexical units (where the cointegral part

in the lexical meaning), morphological units (where various shades of morphological meaning are expressed), syntactic units (where it may be related to the actual division of the sentence, then is the structuring of information from the point of view of its novelty or consistency importance for the recipient), stylistic units (the choice of which is determined, first of all, by the communicative situation), etc.

This does not mean the absolute impossibility of interpreting pragmatic significance, but requires special methods based both on traditional and non-traditional theoretical research.

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