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Actuality of Pragmatic Analysis in Modern Linguistics

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***Abstract:** The formation of linguistic pragmatics is also associated with changes in redistribution of scientific interests of linguists. Study of formal aspects of language, its structure in abstraction from communicative conditions its use was replaced by the study of language as a means of communication interaction, taking into account the situation of communication and social context. The article deals with pragmatic analysis of lexical units, their pragmatic meaning, pragmatic charge and pragmatic potential.*

***Key words:** Pragmatics, pragmalinguistics, pragmatic charge, pragmatic potential, pragmatic property, lexical unit, context, contextual, conceptual, pragmatic property, addressee.*

Man uses language as the most important means of communication, pursuing different goals: to report news, to induce the addressee to some definite action, ask about something or express feelings, evaluate the actions of others. Language turns out to be the tool with which a person regulates relationships with people, influencing them in that way or to some other extent. We can say that by using language, a person influences the world as a whole, changes social reality. So, language is seen in the active aspect, which formed the basis for one of the modern areas of linguistics – pragmalinguistics.

Today pragmalinguistics is an interdisciplinary area within which many logical-philosophical, socio-psycholinguistic, stylistic and ethnographic directions cross. There is no single comprehensive scientific definition about pragmatics of language, its strictly defined conceptual apparatus and terminology, however, it is clear how this discipline was formed. Understanding that it is extremely important to take into account the so-called human factor became a push to the emergence of this discipline.

Analysis of works on pragmatics written since its birth to the present day allowed identify some pragmatic properties of linguistic units. The following abilities influence the choice of a language unit when solving pragmatic problems: clearly and unambiguously identify the position of the author,

present the opinion of the author of the text as truth (regardless of how objective this opinion is), decide whether reported information is true or false. Even the obvious pragmatic property of a linguistic unit to convey the emotions of the writer in the works we analyzed was not always mentioned.

With the term “pragmatic charge of a linguistic unit” we denote the presence of a pragmatic component in its meaning, conditioned either by the language system itself existing in the meaning of a linguistic unit initially, even before its inclusion into the text, or context occurring only in a certain text under certain circumstances.

So, the pragmatic charge of a linguistic unit is determined by the meaning of units (linguistic or contextual) and the ability to influence on the mental and emotional consciousness of a person.

Units of different levels of a language may be pragmatically charged: phonemes, morphemes, words, phrases, sentences. Pragmatic capabilities of a word are especially significant, since the choice of words when implementing one or another pragmatic goal is closely connected with the worldview of the creator of the text, with his values, conceptual picture of the world reflected in the linguistic picture of the world and with the era in which the text was created (the choice of syntactic construction, in our opinion, according to our assumption, depends primarily on the “addressee factor” and associated with the choice of method of influence).

Study of the pragmatic charge of a lexical unit focuses on the data of explanatory dictionaries and on the analysis of possible contextual changes in the dictionary meanings of a lexical unit. Some words acquire their pragmatic charge exclusively in the text itself (i.e., they have context traditional pragmatic charge; out of context they are neutral) others are pragmatically charged initially, even before inclusion in text (i.e. they have a linguistic pragmatic charge).

The study of such a pragmatic property of lexical units, as a pragmatic charge, is interesting, but not self-sufficient. When studying pragmatic properties of a text, another indicator is also important – pragmatic potential of a language unit. Under pragmatic potential we understand the contextually and socially determined possibility that a linguistic unit realizes its own pragmatic charge in a certain context.

Studying this pragmatic property of linguistic units, as a rule, is difficult due to the lack of “feedback” from the addressee of the text (with the exception of Internet texts). Pragmatic potential of a language unit is fully realized when the technique is based on methods, tactics and strategy of speech influence.

As a hypothesis for the study of pragmatic potential of words, the following assumption is put forward: words that serve linguistic embodiment of cultural concepts (linguocultural concepts) have higher potential, since such words denote phenomena and processes that are important not only for the individual native speaker or specific group, but also for society as a whole.

In terms of their significance for society, linguocultural concepts are not equal. A significant part of them are universal categories of culture and philosophy (time, space, movement and etc.). The presence or absence of a pragmatic charge in such words are usually determined by context. And even when these words turn out to be pragmatically charged, pragmatic potential of these lexical units, which have universal “timeless” character is not so keenly felt and is not always intentionally used by a writer when addressing burning, actual topics (but may be relevant contextualized; an example of such actualization is the phrase *time does not wait*). Part of linguistic and cultural concepts are not only philosophical, but also social (freedom, justice, friendship and etc.). These linguocultural concepts, as a rule, are not universal, but culture-specific.

Most of these words have a pragmatic charge initially, before inclusion in the text (linguistic rather than contextual pragmatic charge), and their pragmatic potential in a text is very great, because concepts expressed by such lexical units are significant not only as “timeless” values; they are relevant, significant “here and now” (for us it is important not “freedom in general”, but our freedom, not “abstract justice” truth”, but how fair something is to us).

Methodology for studying the pragmatic properties of linguistic units practically is not developed. By studying the pragmatic properties of a word, we can find answers to many important questions for linguistics and pragmatics text questions. Thus, the analysis of dictionary definitions allows us to establish update whether the lexical unit in question has a linguistic pragmatic charge, and comparison of dictionary definitions and the meaning of the word, realized in a certain context, gives the ability to establish the presence of contextually determined pragmatic charge. There are also interesting cases when linguistic pragmatic charge is leveled, erased by the context.

Recreation of lexical-semantic fields represented by in the text, and their hierarchy will show in what value the scale includes the analyzed word and the phenomenon designated by its reality, and the description of lexical-semantic field (or microfield), which has its core of the analyzed word, will be the key to understanding the application priority-semantic interpretation of the components by the speaker events.

Analysis of expressive and modal properties of words and emotional-evaluative components of its value will give a representative information about the degree of conviction of the writer in what he writes about, about his attitude to reality, to the content of the message, to the addressee. Finding out how the degree of knowledge is expressed in the text of the information being communicated, how the word makes it possible to represent a certain fact as true or false, positive or negative, Is this representation objective or does it reflect subjective position of the author, we can turn to the analysis of syntagmatic and paradigmatic connections into which given word enters in the text. Studying the pragmatic aspect of the mystery of words will not be complete without identifying the functions that a given word performs in the text, without defining the technique, tactically, speech influence strategies based on the use meaning of this word.

Conclusion

Analysis of the pragmatic properties of a word is the basis for studying pragmatic properties of text. This approach makes it possible to identify the mechanisms of influence of linguistic units on addressee of the text, which means it allows writers to consciously direct the audience to humanistic ideals, to spiritual coolness. In the process of analyzing the pragmatic properties of linguistic units a research apparatus of new linguistic discipline – text linguistics is formed.

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