
Xalqaro miqyosdagi ilmiy-amaliy anjuman

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БУХОРО ДАВЛАТ УНИВЕРСИТЕТИ

**TRANSLATION AND INTERCULTURAL
COMMUNICATION THROUGH THE
ENGLISH LITERATURE AND LINGUISTICS**

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Translation and intercultural communication through the English literature and linguistics

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CROSS-CULTURAL PRAGMATICS AS A BRANCH OF PRAGMATICS

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Annotation: The article presents cross-cultural pragmatics as a developing branch of pragmatics and comments on its importance in communicative processes.

Key words: pragmatics, cross-cultural pragmatics, culture, speech act, communication, speech.

Annotatsiya: Maqolada madaniyatlararo pragmatika pragmatikaning alohida tarmog'i sifatida ko'rib chiqilgan va uning kommunikativ jarayonlardagi ahamiyati haqida fikrlar keltirilgan.

Kalit so'zlar: pragmatika, madaniyatlararo pragmatika, madaniyat, nutqiy akt, muloqot, nutq.

The communicative-pragmatic turn in linguistics changed the attention of researchers from the study of the internal features of the language system to the analysis of tasks in the complex structure of communication between people. Scientists also focused their attention on the term "pragmatics".

The term "pragmatics" comes from the Greek *"pragma, pragmatos"* - "work", "action" [ЎМЭ; 378]. The term includes the concepts of concrete situation, working according to the conditions, adapting, and acting. That is why the term "pragmatics" is also used in the sense of "practical". It serves to express the meanings of pragmatic thinking, pragmatic action, and pragmatic activity [Сайдалиев; 2020, 28].

Pragmatics is interested in the speech activity of a person, it studies the purpose and content of such activity, the means of verbal and non-verbal expression of such purpose and content in oral and written text, their place in the speech act, the expression of communicative effect. At the same time, it is a branch of science that studies the reflection of different relations between the speaker and the listener in linguistic signs [Кўчибоев; 2015, 6].

Today, pragmatics has become one of the most productive areas of modern linguistics as a field that studies the impact of language units and their meaning on people.

As in the development of every field scientific schools served as the basis for the development of pragmatics, the largest of which are the Anglo-American and European Continental schools. In the sources, it can be witnessed that the Anglo-American school is called the linguistic-philosophical school, and the European Continental school is called the school of intercultural pragmatics [Hom L, Kecskes I; 2013, 355].

These schools named after the scope of their activities, and both schools are important in the history of pragmatics with their forward-looking theories and views in accordance with their traditions. The Anglo-American tradition's scope of research originates in analytic philosophy, and is limited to such topics as implicature, presupposition, speech act, and deixis, which have been theoretically studied in pragmatics. European Continental traditions studies pragmatics as a relatively broader field. Proponents of this school give wider scope to research that includes the social and cultural conditions of language use. It was this aspect that led to the formation of new branches of pragmatics and an increase in the scope of research. As an interdisciplinary field, directions such as pragmalinguistics (linguopragmatics), sociopragmatics, cognitive pragmatics, clinical pragmatics, neuropsychology, and cross-cultural pragmatics have appeared.

Cross-cultural pragmatics is important for anyone who aims to establish harmonious communication in modern society. Because our globalization world, people speak several languages and are influenced by several cultures. In this context, intercultural communication is becoming an integral part of our life. Understanding the pragmatic aspects of communication is one of the important factors that ensure effective communication. The need to study cultural differences in verbal interaction and social behavior calls for this relatively new field of pragmatics.

Cross-cultural pragmatics began to develop in the 1980s and 1990s under the motto "When you are in Rome, do as the Romans do" in positivist research [Kecskes I; 2017, 400]. That is, when a person is in a society of people belonging to another culture, together with the use of the language of the representatives of that culture, it is necessary to know the similar and different aspects that are characteristic of the linguistic actions of his native tongue and the spoken language. It studies focus mainly on speech act realizations in different cultures, cultural breakdowns, and pragmatic failures, such as the way some linguistic behaviours considered polite in one language may not be polite in another language. A significant number of these studies use a comparative approach to different cultural norms reflected in language use

Cross-cultural pragmatics compares different cultures based on the study of certain aspects of language use, i.e. speech acts, linguistic behavior, language behavior. He also examines each culture separately, analyzes the differences and similarities between them [Kecskes I; 2017, 400].

The fundamental tenet of cross-cultural pragmatics was best summarized by A. Wierzbicka in the following way: "In different societies and different communities, people speak differently; these differences in ways of speaking are profound and systematic, they reflect different cultural values, or at least different hierarchies of values; different ways of speaking, different communicative styles, can be explained and made sense of in terms of independently established different cultural values and cultural priorities" [Wierzbicka; 1991, 96].

Sh. Blum-Kulka and G. Kasper defined cross-cultural pragmatics as the study of linguistic acts by language users from different cultural backgrounds. Within this macro-category, contrastive pragmatics has been a useful descriptive term for research on specific speech acts (e.g. requests, refusals, compliments) across, typically, English and one other language and culture. The goal of such contrastive studies tends to target one feature or groups of features of one speech act [Blum-Kulka, Kasper; 1989, 78]. There are main aspects of the pragmatics of cross-cultural communication which are 'the essence of language', namely, when to speak, what to say, pacing and pausing, listenership, intonation, accuracy, indirectness, and cohesion and coherence.

Cross-cultural pragmatics views cross-cultural communication as individuals from different societies or communities interacting according to their own pragmatic norms, often resulting in a clash of expectations and, typically, two-way misperceptions about each other. Cross-cultural pragmatics research can help reduce stereotypes, prejudice, and discrimination that are common place consequences of increasing cross-cultural interaction.

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TARJIMA STRATEGIYALARINI O'RGANISH MUAMMOLARI

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Annotatsiya: *Bugungi kunda tarjima strategiyalari turlicha talqin qilinmoqda. Oxirgi yillarda bu borada ko'plab ilmiy ishlar qilingan bo'lsada, qarama-qarshi fikrlar ham o'z aksini ko'rsatmoqda. Quyida biz tarjima jarayonida ro'y beradigan ayrim strategik muammolarga to'xtalib o'tishni lozim topdik.*