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"INTEGRATION OF PRAGMALINGUISTICS, FUNCTIONAL TRANSLATION STUDIES AND LANGUAGE TEACHING PROCESSES"

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correspond to unified concepts, expressing the meaning of objectivity, process, quality, property or method, have grammatical categories determined by morphological forms and syntactic function in a sentence, and reveal patterns in relation to the general system of language, which are manifested in lexical compatibility, stylistic and emotionally expressive coloring of meaning and synonymous connections.

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SPECIFIC FEATURES OF VIRTUAL COMMUNICATION

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Annotation: The following article deals with one of the most essential issues in modern linguistics, that is problem of virtual communication. The article focuses on this notion and further statements which are related to it. Virtual communication and its importance at present time are discussed in this work as well.

Annotatsiya: Ushbu maqolada zamonaviy tilshunoslikning eng muhim masalalaridan biri, ya’ni virtual muloqot muammosi ko‘rib chiqiladi. Maqolada asosiy e'tibor ushbu tushunchaga va u bilan bog'liq bo'lgan keyingi bayonotlarga qaratilgan. Virtual aloqa va uning hozirgi zamondagi ahamiyati bu ishda ham muhokama qilinadi.

Аннотация: В данной статье рассматривается один из самых актуальных вопросов современной лингвистики - проблема виртуальной коммуникации. В статье основное внимание уделяется этому понятию и дальнейшим утверждениям, которые с ним связаны. В данной работе также обсуждается виртуальное общение и его важность в настоящее время.

Key words: Virtual communication, virtual reality, computer-mediated communication, information technology, human-computer interaction, cognitive psychology, anthropomorphic interfaces, agents, computer networks, computer-supported cooperative work

Kalit so’zlar: Virtual aloqa, virtual haqiqat, kompyuter orqali muloqot, axborot texnologiyalari, inson va kompyuterning o'zaro ta'siri, kognitiv psixologiya, antropomorfik interfeyslar, agentlar, kompyuter tarmoqlari, kompyuter vositasidagi hamkorlik

Ключевые слова: Виртуальная коммуникация, виртуальная реальность, коммуникация с помощью компьютера, информационные технологии, человеко-компьютерное взаимодействие, когнитивная психология, антропоморфные интерфейсы, агенты, компьютерные сети, компьютерная совместная работа

Today many people around the world have to go work via internet through some objective reasons. That makes virtual communication develop in its rank. As many workplaces transition to having some or all employees work virtually, communication continues to be an important factor for workplace productivity and collaboration. Although all staff members may not be able to meet in person for important meetings, training or status updates on shared projects, virtual communication can still help the team succeed. Many organizations use tools to facilitate communication among remote employees. In this article, we define virtual communication and list its benefits, share tips for improving it in the workplace and provide a list of tools you can use.

Virtual communication is the process of working together and interacting with others you work with, even if you aren't in the same room. Virtual communication allows for employers to hire candidates who live away from the company's home office and still allow for productive meetings and other collaboration efforts. Through virtual communication, employees can continue to work closely together, get to know one another and finish projects as a team, all while working from a place of their choosing[54].

[54] Bell, A. (1984). Language style as audience design. *Language in Society*, 13, 145-204.

At present time we have to deal with some challenges that may happen being involved with virtual communication. Virtual communication refers to emails, text messages, webchats, and other forms of communication that do not happen in-person. Being straightforward and having the right tone is just as important here as with in-person communication. Virtual communication makes it easy to stay in touch and share information with outside vendors who are often thousands of miles away. Consistent communication increases employee efficiency and productivity. It is more efficient than face-to-face communication. It allows a focus on tasks and less on social needs. It lacks the richness of face-to-face communication.

The nature of virtual communication is such that there may be a time when one person on the team needs information and there isn't anybody online at the time to provide guidance. Anticipating this possibility and incorporating organization tools can help everyone find the files, procedures and updates they need to continue their work without delay. Consider cloud-based services where you can upload important files that your coworkers can access during their workday and make sure all the documents you upload are organized, like with color-coding or labels[55].

Tools for virtual communication are very essential as well. Here's a list of tools that may be successful for virtual communication with other people:

Email: You can use email with teammates, to and from employees in another department or even with clients and customers. Email allows you to communicate effectively, schedule meetings with others and keep a record of conversations you may need to refer to later.

Virtual meeting platforms: Rather than only using email to communicate, virtual meeting platforms allow you to host a meeting or join one in session so you can speak with others. This can not only reduce the time it takes to come to a conclusion on a matter, but it can also encourage relationship-building as employees can see and hear each other.

Internet calling: You can call others through your computer, which is sometimes a more budget-friendly and effective method of communication, especially if you work with others around the globe.

Video calling: Video calling is a phone call with a video component so you can see the other person with whom you're speaking. This can be an effective tool for teammates to connect and discuss relevant work topics with ease.

Instant messaging: Instant messaging is an important tool because it allows you to communicate quickly with those with whom you work. Some platforms also give you the ability to invite your clients as guests so you can communicate in the same manner.

Besides, virtual communication should have special language, type of speech and discourse that can be understood in written IT sphere. We communicate through our behaviors and actions reflecting our intentions, values and beliefs. Sometimes we do this in a straight-forward manner; sometimes we mask ourselves.

[55] Biber, D. (1986). Spoken and written textual dimensions in English. *Language*, 62, 384-414.

Increasingly, the primary intention of actions are to communicate, and the reason is that information technology makes actions easier, of less import, and also that actions are often easily reversible. They require less effort and less involvement. This kind of implicit communication has hardly been an issue with older types of telecommunication, but given the fact that we now are able to perform tele-actions, to experience tele-presence; to act and behave in the world of information, implicit communication has become a reality[56].

Besides, there are special types of communication in virtual communication that assist us in understanding and analyzing virtual theme in general. There are a number of interesting issues regarding communicative behavior. First of all, implicit communication may also be involuntary. That is, in a virtual world your actions may be observed without your knowledge or approval; your actions may communicate even if that is not your intention[57].

Virtual communication is communication in which some apparent participant or part of the context is fictitious or deviates substantially from the "real" interlocutor or context. The main point here is that the conditions for communication are not what they appear to be. Such phenomena are amplified by information technology that lowers the cost of transforming and synthesizing appearances in various modalities, and exposes us to information that may have no well-defined source but still appear to us as expressions of some agent. At present time we cannot imagine our life without virtual life and communication in it, considering this point we have to deal with the main issues that exist in this field to make our lives better. To sum up we can state that virtual communication will keep on developing in future.

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LINGUISTIC FEATURES OF POLITICAL DISCOURSE

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Annotatsiya. Ushbu tezisda siyosiy nutqning xususiyatlari, xususan, ingliz tilidagi siyosiy nutqlarning lingvistik jihatlari mushohada qilinadi. Siyosiy nutqlar ko‘pincha ma’lum bir madaniy va ijtimoiy kontekstda shaklllanadi va turli lingvistik vositalardan foydalanadi, chunki ma’ruzachining maqsadlaridan biri jamoatchilikni ishontirishdir. Ushbu tadqiqot, birinchi navbatda, ba’zi mualliflarning fikrlarini taqdim etish orqali ingliz tilidagi siyosiy nutqning asosiy xususiyatlarini ta’kidlashni maqsad qilgan.

Kalit so‘zlar: siyosiy nutq, siyosiy til, ritorika

Annotation. This thesis analyses the characteristics of political discourse, in particular, the linguistic features of political speeches in English. Political speeches are often formed in a specific cultural and social context and use a variety of linguistic means, being one of the speaker’s goals is to convince the public. This study, firstly, intends to emphasize the main features of political discourse in English by presenting the views of some authors.

Key words: political discourse, political language, rhetoric

Аннотация. В диссертации анализируются особенности политического дискурса, в частности языковые особенности политических речей на английском языке. Политические выступления часто формируются в конкретном культурном и социальном контексте и используют разнообразные языковые средства, являясь одной из целей оратора - убедить публику. Данное исследование, во-первых, призвано подчеркнуть основные черты политического дискурса на английском языке путем представления взглядов некоторых авторов.

Ключевые слова: политический дискурс, политический язык, риторика.

The study of political languages dates back to ancient Greek and Roman times. Over the years the field has been continuously developed. At the end of the 17th century, Thomas Hobbes introduced modern political philosophy, which is considered to be the basis of today's political science discipline. Later, the concept

CONTENTS

SECTION 1: COGNITOLOGY AND CULTURAL LINGUISTICS IN MODERN LINGUISTICS ..4
THE PRINCIPLE OF REDUNDANCY IN COMPOUND SENTENCES 4
ОСОБЕННОСТИ ИМПЛИКАТУРЫ В ЛИНГВИСТИЧЕСКОЙ ПРАГМАТИКЕ 9
ЭГОЦЕНТРИЧНОСТЬ ЗНАЧЕНИЯ ЛЕКСИЧЕСКОЙ ЕДИНИЦЫ 11
INTONATSIYA - FONETIK SUPERSEGMENT VOSITASI SIFATIDA 15
MODALLIK - SHARQ VA G'ARB OLIMLARI NAZARIDA 18
THE PHENOMENON OF POLYSEMY AS A PHENOMENON OF LINGUISTICS 21
TOVUSH O'ZGARISHI VA TOVUSH TAKRORI BILAN HOSIL BO'LADIGAN KONNOTATIV MA'NOLAR 24
CAUSES, GOALS AND CONDITIONS OF EUPHEMIZATION OF SPEECH 27
MATAL VA MAQOLLARDA SOMATIK BIRLIKLAR IFODASI 33
SO'Z YASALISHI TALQINI 38
OLAM MANZARASI TASVIRIDA SOMATIZMLARNING ROLI 43
THE DIFFERENCE BETWEEN PHRASEOLOGICAL UNITS AND OTHER LANGUAGE UNITS 49
PROVERBS AND THEIR UNIVERSAL CHARACTERISTICS 52
XOLID HUSAYNIYNING ASARLARI TARJIMALARIDA KONSEPTUAL METAFORALAR TALQINI VA TAHLILI 55
GENERAL PROHIBITION AND ITS COMPONENTS. 58
DUNYO TILSHUNOSLIGIDA JOY NOMLARI BILAN BOG'LIQ FRAZEOLOGIK BIRLIKLARNING ILMIY-NAZARIY TALQINI. 61
STRUCTURE OF THE LINGUISTIC CATEGORY "CHARACTERISTICS OF A HUMAN" 65
LINGUOCULTURAL CONCEPT AND ITS REALIZATION. 67
DISKURS TAHLILLARIDA PRAGMATIK YONDASHUV 71
DEVELOPING CULTURE,LANGUAGE AND LITERATURE THROUGH INTERNATIONAL LITERATURE 74
THE RELATIONSHIP BETWEEN LANGUAGE AND CULTURE 77
МАТН ГРАММАТИКАСИДА ЯХЛИТЛИК ТУШУНЧАСИ. 80
NOVERBAL MULOQOTNING VOKAL ELEMENTLARI 84
GENERAL OVERVIEW ABOUT TOPONYMS 86
O'ZBEK TILIDA INGLIZCHA O'ZLASHMA SO'ZLARNING MA'NO TARAQQIYOTI 89
INGLIZ TILIDA KIRISH SO`ZLARINING PRAGMATIK TAHLILI 92
A PERSON'S LANGUAGE MAY BE AN INDICATOR OF HIS WORLDVIEW 96
"ANALYSIS OF NEW LEXICAL UNITS' EMERGENCE IN PUBLICISTIC TEXTS ON THE INTERNET PLATFORM. 99
LEXICAL UNITS EXPRESSING CONCEPT "HOSPITALITY" IN THE ENGLISH LANGUAGE 102
FRAZEOLOGIK BIRLIKLARNING LINGVOMADANIYAT FANI BILAN BOG'LIQLIK JIHATLARI 105
PHRASEOLOGICAL UNITS EXPRESSING FEELINGS AND EMOTIONS 109
SPECIFIC FEATURES OF VIRTUAL COMMUNICATION 112
LINGUISTIC FEATURES OF POLITICAL DISCOURSE 116