

THE CONCEPT OF DISCOURSIIVE PERSONALITY IN PRAGMATICS

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Abstract. *This article is devoted to the issue of the discursive personality in pragmatics, and some issues about the interaction of pragmatics and linguistics are discussed in it. Also, the concepts of linguo-pragmatics and discursive personality are the main object of the article.*

Keywords: *concept, discourse, pragmatics, linguistics, linguo-pragmatics, meaning.*

Pragmatics is a branch of linguistics that deals with the study and teaching of language and human communication definitions, meanings, word transformations, receptions, understanding and formation of one's own words. This field, beyond the phonetics, grammar, and lexicon of a language, opens the door to the study of spiritual and social relationships among human beings and explores it.

We can say that the important concepts of pragmatic linguistics are:

Spoken language: In human communication, it is important to understand the language and learn its contents. Applied language is the actual meaning and manifestation of what is expressed in words.

Contexts and receptions: Contexts and receptions (social and spiritual context of language) are of great importance in understanding language. Pragmatics is the study of how linguists understand the meaning and reception of human communication.

Scientific Methods: Pragmatics is a linguistics, scientific research, acceptable method for studying the use and meaning of language between people. These methods include content analysis of dialogues, study of words and receptions.

Communicative coordination: Pragmatics linguists try to learn how to conduct communicative coordination in human interactions. It involves direct use of words and content, vocalization between people, and effective organization of communication.

Pragmatics is reflected in linguistics, as a more extended methodology for the study of language and communication in other fields, and is of great importance in understanding, studying and creating the variability of human communication.

The linguo-cultural feature of pragmatics allows the content of the given context to be correctly delivered or accepted at the international level. Therefore, it is no exaggeration to say that the field of linguo-pragmatics is one of the most urgent issues of today.

Lingvopragmatics is a scientific field dealing with the study of the use of language and its practical functions. This field combines pragmatics and linguistics (linguistics) and studies the practical aspect of language and human communication. Lingvopragmatics is the study of language in a spiritual and social context, dealing with the transfer, understanding and transformation of words and communication to other people.

Lingvopragmatics includes the following main topics:

Applied Linguistics: Lingvopragmatics focuses on studying the practical aspects of human communication rather than just studying language rules, grammar and lexis. In this direction, how

words and expressions convey meaning, how their problems and understanding are conveyed to other people, these topics are studied.

Communicative coordination: Lingvopragmatics focuses on the study of human communication processes of language and communication. This field deals with spoken words, receptions, tenses, understanding of meaning and ways of using language.

Analysis of words and signs: Lingvopragmatics is also important in understanding the forms of company, communication and voicing between people through words and signs. Analysis of words and phrases helps to understand what content they contain.

Language practice: Lingvopragmatics, focused on the practical study of language. It deals with how language is used for what purposes, how words and expressions change in communication, and how problems arise between people. Lingvopragmatics, the study of the quality of how to use language in real communication, is of great importance in responding to the problems and perspectives that arise in communication.

In pragmatics, the concept of the discursive person deals with the analysis of the interaction of the participants in the speech process, their role in the speech activity and their position in the communication. Discursive personality is a way of self-representation that is formed, perceived and expressed through the communicative behavior of the participant in the dialogue. This concept is related to how a person expresses himself, how he communicates with others, and how he expresses his thoughts. They can be expressed as follows:

- The concept of discursive person studies the role of participants in discourse and how they identify themselves. It focuses on how the participants present themselves through different role-plays during the speech process.

- A discursive person includes various communicative strategies and styles used by participants in communication to achieve their goals. Through these strategies, individuals strengthen their position, try to convince their opponents or change their opinion.

- Each person in the dialogue takes different speech positions when expressing his opinion. These positions reflect the positions and views of the participants in the communication process at different moments.

- The concept of discursive personality is one of the important aspects of discourse analysis. Through discourse analysis, researchers study the meanings, intentions, and social dynamics in discourse texts, dialogues, and other communicative events.

- The discursive identity is also related to the social identity and cultural context of the individuals in the dialogue. It involves the study of how individuals express their social and cultural identities through speech and how these identities influence communication.

Thus, the concept of discursive person in Pragmatics is important in the study of communicative and social aspects of linguistics. Through this concept, linguists gain a deeper understanding of human interaction processes, communicative strategies, and social dynamics in speech activity.

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