

FUNCTIONS OF EMOTIONAL UNITS IN COMMUNICATIVE STRATEGY

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This article analyzes the functions of emotional units in communicative strategy. They play an important role in improving the effectiveness of communication, influencing the mood of the interlocutors, and effectively conveying information. Linguistic and pragmatic aspects of emotional units and their verbal and non-verbal expression are covered.

INTRODUCTION. The role and importance of emotional units in modern linguistics and communication studies is increasing. In any communication process, it is important not only to transmit information, but also to express the emotional state of the interlocutors, to form their attitude and influence. In the process of speech activity, emotional units are manifested through words, phrases, tones, gestures and other non-verbal means, increasing the naturalness and effectiveness of communication. Therefore, studying the role and tasks of emotional units within communicative strategies is one of the urgent issues. In communication, emotional units not only express an emotional state, but also perform the tasks of attracting the attention of interlocutors, creating a certain mood, increasing credibility, and ensuring the effectiveness of speech. In different socio-cultural contexts, the use of emotional units and their influence on communicative strategies can be different. They also perform pragmatic functions such as changing the direction of communication or preventing conflicts during the conversation.

This article analyzes the linguistic and pragmatic aspects of emotional units in the communicative strategy, their verbal and non-verbal manifestations. The research aims to

determine how the effective use of emotional units helps to increase the effectiveness of the communication process. The study of this issue is important in the formation and improvement of communication strategies.

LITERATURE ANALYSIS AND METODOLOGY

“Communicative strategies and emotional units are widely studied in linguistics, pragmatics and psycholinguistics. In this field, the theory of speech acts put forward by J. Austin (1962) created a basis for explaining how emotional units work in the communication process. According to Austin, any speech is not limited to the transmission of information, but also has the ability to influence the interlocutor”[2].

“The theory of cooperative principles proposed by P. Grice (1975) explained how the effectiveness of communication can be increased through emotional units. In his research, Grice analyzed how the feelings of interlocutors are conveyed through implicature and directly expressed meanings”[3].

“The theory of speech functions developed by R. Jakobson (1960) provides a broad understanding of the role of emotional units in communication. In his opinion, any speech act has an expressive (emotional) function, which is a means of expressing and influencing feelings”[4].

“In recent years, the importance of emotional units in the framework of intercultural communication has been studied by A. Wierzbicka (1999). He compared the semantic aspects of emotional units in different languages and determined their universal and culture-specific features”[6].

“In Uzbek linguistics, research has been conducted on the topic of emotional units. For example, A. Abduazizov (2010) analyzed the expressive lexicon in the Uzbek language and its communicative functions in his works”[1].

“U. Normatov (2018) studied pragmatic units and their place in communication in his research. These works contribute to a deeper understanding of the importance of emotional units in communicative strategy”[5].

Methodology

In this study, several scientific methods were used to deeply analyze the functions of emotional units in communicative strategy. First of all, the method of discourse analysis was used and the use of emotional units in different communicative situations was studied. During the analysis, the functions of emotional units were analyzed on the basis of political speeches, media materials, artistic and journalistic texts, as well as samples of everyday

communication. This method made it possible to determine how emotional units are used depending on the context and their impact in communication.

In the second stage, linguo-pragmatic analysis was carried out. Semantic and pragmatic features of emotional units, how they are used in dialogues and monologues were studied in depth. In particular, it was clarified that these units are related to aspects such as compliments, sarcasm, evaluative content in communication. Through pragmatic analysis, the impact of emotional units on the dynamics of the conversation, their role in the formation of the interlocutors' relationship was evaluated.

The experimental research method was also used in the study. Interviews and questionnaires were conducted with the participation of 50 respondents, and the impact of emotional units on communication was evaluated based on empirical data. The participants were asked questions related to the use of emotional units in various communicative situations, and an analysis was conducted based on their answers. In addition, the manifestation of emotional units in natural conditions was also analyzed by observing communication processes with 20 respondents.

In general, the results of the research made it possible to study in depth the functions of emotional units in communication and evaluate their effectiveness in the communicative process. The information obtained on the basis of these methods serves to provide a broader explanation of the linguistic and pragmatic functions of emotional units.

RESULTS AND DISCUSSION

Results. As a result of research, the impact of emotional units on communicative efficiency has been proven. 78% of the participants of the survey rated speeches using emotional units as more sincere and understandable. Discourse analysis showed that emotional units play an important role in increasing the emphasis of the speech and attracting the attention of the audience.

Emotional units are used semantically and pragmatically for different purposes: they perform evaluative, attitude-expressing and attention-enhancing functions. For example, units such as “awesome” or “absolutely” enhance a positive or negative attitude, emotion, or intonational emphasis.

Discussion. Research shows that emotional units play an important role in communicative strategies. They help make communication more effective and improve understanding between interlocutors. It is also related to the cooperative principles of P. Grice and the theory of politeness of K. Brown and S. Levinson. Also, cultural and

linguistic differences of emotional units should be taken into account in intercultural communication.

The results of the study also showed the importance of emotional units in speech strategies. Emotional units increase communicative effectiveness through strategies of sincerity, influence, and attention. This confirms the theory of intercultural pragmatics put forward by A. Wierzbicka and shows that the ways of using emotional units are different in each culture.

In general, the importance of emotional units in communicative strategies is important not only linguistically, but also psychologically and sociologically. This shows that it is a relevant topic for research on language teaching methods and automated translation systems in the future.

CONCLUSION

In conclusion, studies have shown that emotional units play an important role in the communicative process. They increase the effectiveness of speech and help ensure effective communication with the audience. Emotional units not only perform semantic and pragmatic functions and reflect the interlocutor's feelings, but also enhance the accent and intonation effect in speech. Given the cross-cultural differences, it is important that emotional units are used differently across languages and cultures. The results of the study show that the use of emotional units in communicative strategies, including sincerity, influence and attention, increases the effectiveness of speech. This, in turn, is important in ensuring adaptation to the cultural and linguistic context. The research shows relevance for future research in language teaching, artificial intelligence, and automated translation systems. At the same time, the psychological and sociological analysis of emotional units allows to further increase the efficiency of working with them. Research in these areas contributes to a deeper understanding of language and intercultural communication.

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