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COURSE PAPER

**The contents of the pragmatic component
in Modern English**

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INTRODUCTION

A characteristic feature of modern linguistics is a noticeable increase in the number of studies, the focus of which is not on the systemic and structural aspects of language, but on the functioning of linguistic means of communication. Today, pragmatics is of increasing interest as a science that focuses on the subject of language communication and considers communication as a way of language interaction. For the first time, Ch. Peirce wrote about pragmatics [6], and its main parameters in relation to the philosophy of pragmatism were formulated later by Ch. Morris [3]. However, modern linguistically oriented pragmatics develops faster under the influence of later research in linguistics. Of the three traditional sections of semiotics – semantics, syntax and pragmatics – the last, i.e. pragmatics, is a relatively new field of linguistics, and therefore opens up great opportunities for studying utterances from the standpoint of linguistic pragmatics and communication theory.

Despite the fact that the boundaries of pragmatics have expanded significantly in recent years, and it does not have a clearly defined subject, many researchers of the pragmatic properties of language set themselves the task of providing their own definition of pragmatics. According to N.D. Arutyunova, the field of linguistic pragmatics has no clear boundaries due to the fact that, having proposed as a unifying principle the use of language by speakers, pragmatics covered many topics in such sections of linguistics as rhetoric and stylistics, actual syntax, theory of language and language activity, socio- and psycholinguistics, etc. [7].

Pragmatics is an integral part of language research, as it pays attention to what kind of external linguistic situation motivates the choice and use of certain language means. In other words, it directs its attention to the communicative content of the statement in different conditions of communication. A pragmatic approach to the description of linguistic phenomena is still in its infancy. However, its influence is felt in all branches of linguistics, which found expression in

linguistic studies of the text as a unit of description of the pragmatic aspect of linguistics. The text is considered as a complex language formation, with a certain objective purpose and functioning in language communication, as well as possessing meaningful integrity, syntactic-semantic connection of its constituent components, and as a complex macrostructure crowning the pyramid of language units, on the first the plan of which is communicative properties [4].

The communicative properties of language units mean the linguistic characteristics of the text, taking into account the relationship between the author - the text - the addressee. The relationship of the three named components is a well-known position of linguistic pragmatics. The communicative approach to language contributed to increasing the interest of linguists in the linguistic personality of the addresser and the addressee, through whose communicative activity the formation and perception of linguistic structures is carried out. The study of linguistic means of the text requires a communicative-pragmatic approach, since their pragmatic significance is created only in certain linguistic situations, and their interpretations are often context-determined. From the standpoint of a cognitive approach, the basis of understanding language and text is the procedure of constructing a pragmatic conclusion [9].

The relevance of the topic is determined by its connection with the most important linguistic tasks of a comprehensive and systematic description of the functioning of language in various communicative spheres and the need to research and describe the means of creating and strengthening the pragmatic effect of a journalistic text, which is a driving force in the modern world. A comprehensive study of the communication process requires understanding and identifying the role of all its components, where the pragmatic aspect of communication plays an important role. Also, methods of reproduction of pragmatic potential are important.

The purpose of the completed work is to investigate the means of pragmatic impact of texts.

The realization of the set goal involves solving a number of specific tasks:
define the concept of pragmatics and its functioning in language;

- highlight the means of creating a pragmatic effect in the text;
- to investigate stylistic means of pragmatic influence and methods of their translation;
- determine methods of reproduction of pragmatic means of influence at the lexical level;
- highlight the syntactic level of means of pragmatic influence and methods of their translation.

The object of the study is linguistic means of pragmatic influence used in modern English-language texts.

The subject of research is ways of reproducing means of pragmatic influence.

The following research methods were used when solving the identified tasks: the general scientific method of semiotic analysis; method of contextual analysis; descriptive method; method of comparative analysis.

The main provisions of this work were published in the abstracts of the same name and during a speech at the international scientific and practical conference "Ad orbem per linguas. To the world through languages" (May 16-17, 2024, KNLU).

CHAPTER 1. THEORETICAL FOUNDATIONS OF THE PRAGMATIC COMPONENT IN MODERN ENGLISH

1.1. Concept and main characteristics of the pragmatic component

In linguistics at the end of the 20th century. More and more attention is paid to the study of the functional aspect of language units. The formation of linguistic pragmatics is connected with the general trend of research in recent decades, to consider language not only from the point of view of its ability to reflect reality, but also in connection with its functioning. If earlier the subject of research was words and sentences, then pragmatics made the subject of its research the communicative content of the statement [4].

Modern studies of the communicative functions of language are based on the scheme of Ch. Morris. One of the properties of language is the relationship between a sign and its user. The content of pragmatics is determined by two basic concepts: "man" and his "goals", the anthropological factor becomes the main one in the study of statements. The task of pragmatics is, first of all, "to focus on the communication activity carried out by a person in certain social and interpersonal conditions, with certain motives and goals" [3].

The primary definition of pragmatics by Ch. Morris as the doctrine of the attribution of signs to their interpreters, in other words, to those who use sign systems [3], was very broad, because he believed that pragmatics deals with all psychological, biological and sociological phenomena observed in the functioning of signs [3]. Later, he clarified several problems related to this topic and defined pragmatics as the study of "formation, use and influence of signs" [7].

In the 60s and 70s of the 20th century, pragmatism experienced its next heyday. The theory of speech acts was based on the functional concept of meaning (that is, the concept of meaning as use), at the center of which lies the idea of the need to take into account not only the intralinguistic context, but also

extralinguistic situations that form a system of human activity that includes language [7]. The development of this idea consisted in the fact that each statement, in addition to conveying meaning, performs a speech act, that is, speech acts of orders, promises, warnings, etc., are performed by the participants of communication. The second powerful impulse in the development of pragmatics was the conversational theory (conversational analysis) of H.P. Grice [1], which proposed the rules of language communication, conversational strategies, and the rules for deriving communicative implicatures (conversational implicatures). As a presenter, the principle of communicative cooperation (or the principle of cooperation - Cooperative Principle) was put forward, which in turn was implemented on the basis of four maxims:

1) quality: the maxim of sufficiency, informativeness of the message (“give the right amount of information: be as informative as required, not more”);

2) quantity: the maxim of the truth of messages (“try to make your contribution one that is true”);

3) relevance: "be relevant" (that is, speak according to the given topic);

4) manner of expression: the maxim of a clear, brief, orderly structure of the message (“avoid obscurity of expression, be brief and orderly”) [2].

According to H.P. Grice, following the above conversation strategies should contribute to the success of communication.

Various authors have tried to improve this concept, highlighting different principles of communication. D. Sperber and D. Wilson proposed to replace the four maxims of H.P. Grice with a single principle of relevance [6]. Although today there is a large literature on the problems of linguistic pragmatics, however, there is no single approach to the definition and understanding of this term. The issue of linguistic pragmatics and the breadth of its main postulate led to the significant emergence of problems discussed within the framework of this linguistic direction. E.S. Aznaurova claims that now there is no reason to talk about linguistic pragmatics as a coherent theory with a clearly defined and unified research program. The main merit of pragmatics is seen in the fact that, thanks to it, a large

number of facts, forgotten or rejected, or not noticed by linguistics, appeared in scientific circulation; gave these facts a theoretical status, showed their explanatory power in relation to phenomena traditionally included in the competence of linguistics [1].

L.V. Rekhtin understands pragmatics as a field of linguistics that investigates language signs and their impact on those who produce, accept and interpret these signs [4]. If we turn to the history of the emergence of linguistic pragmatics, we can learn that this discipline is at the intersection of linguistic semantics, which studies the meaning of linguistic units, and psycholinguistics, which studies the interrelationships of language, thinking, and consciousness. L. S. Barkhudarov wrote about this concept: "The concept of pragmatics in linguistics (and more broadly in semiotics) is by no means reduced to the concept of pragmatic meanings of linguistic (and generally symbolic) units. This concept is much broader - it includes all issues related to the different degree of understanding by the participants of the communicative process of certain linguistic units and linguistic works and their different interpretation depending on the linguistic and non-linguistic (extralinguistic) experience of the people participating in communication" [9].

In addition to the concept of utterance, pragmatics also considers the role of speech acts in communication. Speech acts refer to the intentional use of language to act, such as making a request or giving an apology. These acts rely heavily on context and social norms in order to be to. For example, saying "Can you pass the salt?" in a restaurant is a common request, whereas saying the same thing at a funeral may be seen as inappropriate.

I.P. Susov notes that pragmatics as one of the linguistic disciplines establishes connections between lexical units and the context, which is understood as a certain communicative pragmatic space that has the characteristics of the place and time of the act of speech and text communication. It is important to note that the communicatively pragmatic space determines the interaction between the speaker and the receptor. Pragmatics deals with such concepts as "communicative

intentions (intentions, illocutions), expectations, effects (perlocutions), strategies and tactics, principles and conventions, the distribution of different roles between communicators" [5].

1.2. Influence of socio-cultural context on the development of the pragmatic component

Pragmalinguistics acts as a linguistic section of pragmatics or as a pragmatic aspect of linguistics [10]. According to Yu. S. Stepanov, pragmalinguistics is a science that studies the most suitable choice of language means from the point of view of style, beauty and accuracy to achieve a successful act of communication and establish connections in the process of language communication. Therefore, a person is the central object of pragmatic research, as a subject of linguistic activity [7].

In our study, we will consider exactly linguistic pragmatics, or, in other words, pragmalinguistics. Pragmalinguistics as a science is defined as a field of linguistics that investigates the connection between signs and the person who forms, receives and analyzes these signs. Thus, in general, pragmatics should be understood as a field of linguistics that investigates language signs and their impact on those who produce, accept and interpret these signs [2].

Another important concept in pragmatics is the idea of presupposition, which refers to the assumptions that a speaker makes about their audience's knowledge or beliefs. These assumptions are often implicit in the language used and can be used to convey information indirectly. For example, if someone says "I'm going to the gym after work", they may be presupposing that the listener knows where the gym is located and what it is.

Summarizing the above, we note that linguistic pragmatics is a science that studies the optimal choice of language means, the functions of which are to reflect the intention of the speaker, to clearly reproduce the contextual meaning of the statement. The most important part of interlanguage communication is the pragmatic effect that the text has on the recipient. The participants of interlingual communication, namely the author of the message, the receptor and the translator, represent a system of subjective factors determined by the specificity of information encoding when creating the original message and determine the process of its translation [9].

It is widely known that along with the pragmatics of utterances there is the pragmatics of units below the sentence level. Words have a contextual pragmatic meaning. The meaning that a word (or statement) acquires in a speech situation is usually called a pragmatic meaning [1].

I would like to note that not only the result of speech has a pragmatic aspect, but also its process itself; the process of formation of intention and planning of speech actions preceding it; accompanying or subsequent interpretation process. When considering various manifestations of the "man-language" dyad, it is necessary to distinguish what constitutes a pragmatic parameter; that which has a pragmatic parameter; what is associated with the pragmatic parameter and what it defines. The pragmatic aspect is closely related to the semantic, syntactic, stylistic, phonetic and cognitive aspects and largely determines them. Hence the close connection of pragmatics (as a part of the science of language) with semantics, grammar, literary studies, phonetics.

1.3. Current approaches to the analysis of the pragmatic component in linguistics

The principle of simultaneous and equal orientation of the text to expression and standard is at the basis of language research of journalistic texts. This

constructive principle was developed in theory by N. Yu. Nikulina [4]. Describing the texts of the journalistic style, we noted its informative function and evaluative character, which determine its influencing function due to the special language combination of standard and expression. It is important to note that the transfer of information with a certain socio-evaluative attitude, which represents the pragmatic orientation of the text, is of particular importance. The pragmatic orientation of the text may not be perceived by the reader consciously, therefore mass media use the evaluative function to implement pragmatic influence, including attracting attention, highlighting information, indicating a certain understanding of the text, calling for action, presenting information as true or false, creating the appearance of objectivity with the aim of gaining the reader's trust, involving the reader in the author's reasoning, indicating the author's desired conclusion, deliberately exaggerating or understating something, etc. [3].

Various lexical, grammatical, textual, stylistic, quasi-verbal or graphic means are used to create a pragmatic impact in journalistic style texts. We believe that when analyzing the translation of journalistic texts in a pragmatic aspect, both linguistic and non-linguistic means should be taken into account, including illustrations, links to other articles and video materials, if we are talking about Internet publications, since all these components directly affect the perception of information contained in the text [3].

In the process of translating mass media texts, the translator must be able to identify certain phonetic, lexical and grammatical difficulties, analyze and select appropriate equivalents. According to T.A. Zrazhevskaya and L.M. Belyaev, knowledge of grammar and translation theory is not enough to develop the skills of correct understanding of the text. Identifying grammatical and lexical difficulties and practicing their translation contribute to mastering the translation technique [11]. Means on the phonetic and graphic levels have a considerable pragmatic influence on the reader. The impression of a word as a whole consists of the characteristics of its component sounds and letters, that is, phonetic and graphic combinations. Violation of the principle of pragmatic expediency in the use of

linguistic means of the phonetic level does not contribute to the communicative effectiveness of the language. So, for example, the coincidence of consonants leads to the appearance of titles that are inconvenient to pronounce and, therefore, lose the frequency of views, are poorly remembered. On the contrary, the use of phonetically "favorable" language properties is a way to increase the effectiveness of a journalistic text [9]. So, one of the common phonetic-graphic techniques is sound repetition (assonance and alliteration).

A similar effect is achieved when using different graphic solutions when writing text:

- variation of fonts;
- the way of writing the text (sometimes they use anomalous writing "on the side" or "upside down");
- improper use of capital letters;
- use of outdated spelling of words, etc. [9].

Thus, the importance of phonetic and graphic means of language is determined by the fact that they are perceived as a means of the surface level of the text, and clearly "catch the eye". By offering original combinations of these means, the author of the text can successfully realize the goal of attracting attention and influencing the reader. As already mentioned, the lexical structure is the most important level of the pragmatic content of any text. In the process of working with the text, the translator has to choose the necessary form of expression in order to convey the pragmatic impact on the language of the receptor, which was established in the original text.

Conclusions to Chapter I

The theory of speech acts was based on the functional concept of meaning (that is, the concept of meaning as use), at the center of which lies the idea of the need to take into account not only the intralinguistic context, but also extralinguistic situations that form a system of human activity that includes

language [7]. The development of this idea consisted in the fact that each statement, in addition to conveying meaning, performs a speech act, that is, speech acts of orders, promises, warnings, etc., are performed by the participants of communication.

Pragmalinguistics acts as a linguistic section of pragmatics or as a pragmatic aspect of linguistics. Pragmalinguistics as a science is defined as a field of linguistics that investigates the connection between signs and the person who forms, receives and analyzes these signs. Thus, in general, pragmatics should be understood as a field of linguistics that investigates language signs and their impact on those who produce, accept and interpret these signs.

Describing the texts of the journalistic style, we noted its informative function and evaluative character, which determine its influencing function due to the special language combination of standard and expression. It is important to note that the transfer of information with a certain socio-evaluative attitude, which represents the pragmatic orientation of the text, is of particular importance. Various lexical, grammatical, textual, stylistic, quasi-verbal or graphic means are used to create a pragmatic impact in journalistic style texts.

CHAPTER 2. CONTENT OF THE PRAGMATIC COMPONENT IN MODERN ENGLISH

2.1. Role of the pragmatic component in current communicative situations

According to M. G. Komlev, connotation is not expressed explicitly, but, appearing as a semantic change of meaning, includes the idea of a sign, a lexical concept, some properties and qualities of objects, feelings, the totality of which forms a certain meaning of a word [8]. Connotation can be contextual or out of context, which is not materially embodied, but is created in the process of communication, in particular, during the perception of a language sign. The process of proper perception and interpretation of information embedded in a language sign is directly related to the conditions of communication, its participants, their knowledge and life experience. In this way, the formation of the connotative component of the lexical meaning of a word has a double character: firstly, it is a component of a linguistic sign, that is, its material component, secondly, it is an additional contextually determined feature of the lexical meaning that depends on the communicative situation and its participants, that is, the sphere of pragmatics .

Thus, expressive connotations, from the point of view of semantics, consist in the expressive strengthening of the lexical unit as a whole or as part of the denotative component, accompanied by emotionality or evaluativeness. From the point of view of stylistics, expressiveness is a very broad concept that can include such categories as: intensity, logical amplification, emotionality and evaluability. The influence of the pragmatic category depends on the communicative situation, the possible use of the lexical unit, and the pragmatic need of communication participants to achieve their goals [5].

Componential semantics is one such approach. It was developed and popularized by Katz & Fodor. To define bachelor in a formalized dictionary, these authors list the possible senses that the word is found to have in context and describe their conceptual relations. They propose a list of possibilities that speakers can choose from, which is a hierarchical diagram, with each level containing the following information: word form, word class, markers, and distinguishers. Markers are “that part of the meaning of a lexical item which is systematic for the language” and distinguishers “that part which is not”. Markers appear inside parentheses and distinguishers between square brackets: bachelor > noun > (human) > (male) > [who has never married]; bachelor > noun > (human) > (male) > (young) > [knight serving under the standard of another knight]

The expression of an individual's emotions is connected not only with emotionality, but also emotionality. Acting as related categories, emotionality and emotionality are designed to perform somewhat different functions. Thus, the first is associated with uncontrollable expression of emotions, while the second is "a predictable, conscious sign of speech that appears as a result of the use of such language tools that purposefully give speech emotionality and expressiveness, that is, lead to a deliberately created emotional effect of communication" [2].

The basis of the emotional attitude of the speaker to the denoted denotation is evaluation, because every human emotion is its result. Transforming the evaluatively neutral semantics of the word into evaluatively colored, with the meaning "bad" or "good", the evaluative component serves as a linguistic means of expressing the speaker's approving or disapproving attitude to the signified reality and stands out in the lexical meaning of many signs, in particular its connotative aspect. V. M. emphasizes the evaluative origin of the connotation. Telia, arguing that as an expressively marked macrocomponent of semantics, it is a product of evaluative perception and reflection of reality in nomination processes [2].

As a component of connotation, evaluability is closely related to emotionality (emotionality), and in many cases their demarcation is quite conditional, so researchers often qualify evaluability and emotionality not as

separate categories, but as a single dialectical whole, an emotional-evaluative component of connotation. The diffuse nature of these two components, as well as the logical grounds for their unification, are obvious, since "the evaluative relationship to the phenomena of objective reality is an inherent property of human cognition, which is positively or negatively reflected in language units" [7].

The sema of emotionality, incorporated in the meaning of the word, is the result of evaluation, because it assumes that in the process of nomination, the subject-object of the name is evaluated from the point of view of what emotions it can cause and with what emotional impressions it forms stable associations. N.O. Lukyanova points out the inextricable connection between the emotional and evaluative characteristics of a sign: "Evaluation, presented as the ratio of a word to an estimate, and emotionality, associated with emotions and feelings, are not two different components of meaning, they are one... a positive evaluation can be transmitted only through a positive emotion ... and a negative one through a negative one" [10].

The second is based on those emotions that are caused by the object, process or phenomenon. It expresses the speaker's attitude to the nominated reality. The meaning of "bad - good" in the case of an emotional assessment is not based on generally logical criteria, but on the emotions caused by the marked reality. Therefore, in contrast to intellectual, which belongs to the denotative aspect, emotional evaluation is an attribute of the connotative component of the lexical meaning of the word.

In today's linguistics, evaluative components of meaning and evaluative value are also distinguished. The latter is expressed in the language by a thematic group of words in which the evaluation is the denotative component of the lexical meaning. The evaluability of these words is their immanent characteristic, which does not depend either on their contextual environment or on external communicative and situational factors. These include adjectives of general assessment, adverbs such as excellent, positive, negative, etc. Evaluation in these words acts as a concept, therefore I. A. Sternin calls them evaluation signs.

Intensity, which is used to denote a quantitative change of a certain characteristic, is closely intertwined with the categories of emotionality and evaluability.

The category of evaluability is also related to the imagery embedded in the semantics of the word. Imagery and evaluation are not identical, but compatible, especially at the level of derived values. Imagery, as well as evaluability, is not so much a co-meaning as an essential feature of the meaning itself, a way of presenting meaning, a special way of presenting information when it contains a hidden comparison that enlivens our perception of certain phenomena. Examples can be complex words with a bright internal form or secondary meanings of a metaphorical nature [4].

The influence of pragmatics on imagery is also traced in the fact that the former appears in historical, cultural, social conditions in which language functions, which affect its use and attitude towards it. That is why figurative words have a vivid national specificity, indicate ethnocultural stereotypes that characterize a certain people. In addition, pragmatics acts as a category of the connotative aspect of the word, which serves as a means of influencing the reader. Highlighting important, pragmatically significant information in the process of communication can also occur with the help of logical amplification (logical or emphatic emphasis), which can give a sentence a whole series of different semantic shades and consists in emotionally highlighting a word by strengthening and raising its stressed syllable in tone.

2.2. Features of expressing the pragmatic component in written and spoken language

When we examine the relationship between a person and language, language appears before us with such features that characterize a person - his psyche, emotions, social characteristics, the culture to which he belongs. This determines

the synthetic approach to language analysis and the connection of pragmatics with philosophy, sociology, psychology, and ethnography. In the act of speech communication, the pragmatics of the addresser and the pragmatics of the addressee are very different. The addresser expresses his attitude to the transmitted events, as well as to the listener, using language signs that have the necessary pragmatic meaning and tries to influence the addressee. The pragmatic relations of the addressee are no less complex. The result of this relationship is a certain reaction, actions and deeds. The addressee's attitude towards the information being transmitted is determined by a number of factors: his previous knowledge of the subject of communication, his own judgments about this subject, the addresser's attitude towards the addressee, the addressee's intellectual capabilities, his level of education, his social status, etc. [2].

A communicative act is defined as an interaction between the addresser and the addressee, which is based on a message and as a process, the initial stage of which is the implementation of the message by the addresser, and the final stage is the processing of the message by the addressee. The first stage on the way to creating the pragmatics of a text is the author's urge to create a certain text, that is, the emergence of an idea. The idea gradually turns into an intention. According to D.B. Hudkova, the intention belongs to the preverbal phenomenon and receives its verbal embodiment in the text through its pragmatic instruction. Pragmatic instructions are interpreted as "materialized in the text and the conscious intention of the addresser of the message, to reveal the appropriate influence on the recipient" [3].

The pragmatic component of speech includes the use of language means taking into account the communication situation, goals and needs of the interlocutor. Here are some examples of the use of the pragmatic component in different genres of English speech:

- Spoken language: "Could you pass me the salt, please?"
- Invitation: "Would you like to join us for dinner tonight?"

- Business speech: "Our company has developed a new software solution that can significantly increase productivity."
- Negotiations: "We're willing to negotiate the terms of the contract to reach a mutually beneficial agreement."
- Public broadcasting: "I am honored to be speaking to such an esteemed audience today."
- Public statement: "We condemn all acts of violence and strive for peace and reconciliation."
- Literary style: "The sun sank below the horizon, casting a golden glow across the tranquil lake."
- Dialogue of characters: "Could you please pass the book?" - "Sure, here you go."
- Informative speech: "The Eiffel Tower was constructed in 1889 for the World's Fair and has since become an iconic symbol of Paris."
- Scientific presentation: "Our research findings indicate a correlation between diet and cardiovascular health."
- Advertising slogan: "Just do it." (Nike)
- Advertising announcement: "Introducing the new iPhone, featuring cutting-edge technology and sleek design."
- Appeal to the public: "Let's come together to support those affected by the recent natural disaster."
- Invitation to a charity event: "Please join us for our charity fundraiser to help raise funds for the local homeless shelter."
- Instructional speech: "Align the screws with the pre-drilled holes and tighten with the provided tool."
- Instructions for using the software: "Click on the 'File' menu, then select 'Save As' to save your document."

So, pragmatics, among other linguistic areas, is related to the problems of language use, since the use of language by a person is the main object of pragmatics research. The concept of pragmatics was and is used to describe a

rather wide and heterogeneous spectrum of phenomena. This means that it is difficult to define the limits of pragmatics, but it is absolutely clear that pragmatics is related to areas of science dealing with communication problems. The first stage on the way to creating the pragmatics of a text is the author's urge to create a certain text, that is, the emergence of an idea. The idea gradually turns into an intention, which belongs to the preverbal phenomenon and receives its verbal embodiment in the text through its pragmatic instruction.

2.3. Analysis of the use of the pragmatic component in different speech genres

During the linguistic analysis of English-language articles, we found out that the texts have a pronounced emotional and expressive vocabulary, including colloquial and spatial elements, neologisms and foreign language interjections. Stylistic means of pragmatic influence include all types of tropes. Researchers note the use of epithets, metaphors, metonymy, hyperbole, paraphrase, allusion, synecdoche, etc. in journalistic texts [9]. In modern journalism, a complex approach is becoming quite widespread, in which various methods of linguistic influence are combined and reinforce each other. A metaphor can be defined as a transfer of the meaning of feelings that are not conveyed through rational communication [3].

Comparison - partial assimilation of two objects - is one of the language categories: the concept of equality - inequality, greater or lesser degrees of quality, which find their expression both in the grammatical category of degrees of comparison of adjectives and adverbs, as well as in vocabulary and phraseology. The purpose of comparison is to provide a characteristic to some object by comparing it with another object from a completely different class [3].

The epithet is used as an important means of individualization and typification and evaluation of the depicted phenomena. It creates wide

opportunities for individual reproduction of reality. Artistic definitions of various semantics emphasize the language of the text. Evaluation characteristics are presented primarily through the language of the author. Epithets are the traditional tool that most clearly conveys the features of the author's individuality, characterizes the style of the literary direction and the language of the corresponding topic [5]. The structure of epithets is usually studied from the point of view of their morphological and syntactic expression. Two structural varieties are defined: epithets-words and epithets-phrases. Adjectives and verbs act as epithets-words. Phrasal epithets are a combination of an adjective with an adverb or an adjective with a noun in the instrumental case. Epithets-words are usually the most frequent group [5].

Various elliptical, colloquial constructions, limited use of adjectival and adverbial inflections, various kinds of separation are typical for the syntax of journalistic texts. The language of journalistic texts is also characterized by syntactic convergence. The intensity of the text is created due to the accumulation of synonyms and homogeneous members of the sentence [2].

The syntax of journalistic texts depends on the volume of their content: a small article is usually characterized by a simple construction - several simple sentences, larger information is usually expressed in complex constructions including complex and complex sentences, various types of inflections, and simple parts are complicated by separate inflections and other types of complication [9].

The expressive function of journalism is determined by its orientation to influence the addressee, to cause first of all an open evaluation of speech. The latter is especially acutely manifested in polemics, in critical assessment of opposing opinions, in different assessments of our reality. Evaluativeness is expressed primarily in the vocabulary: in a relatively high frequency of adjectives and nouns qualitatively evaluative in terms of semantics; in the nature of metaphorization; in the selection of phraseology; in the peculiarities of the use of syntactic means. It is the open evaluation, social or other positions of the author that distinguish the journalistic style from the artistic one, and this is the key

feature. Unlike fiction, there is no subtext in journalism, and the text itself quite clearly expresses the author's (or collective) attitude to the presented facts. All this is reflected in the character of the language, in its style [9].

In the process of translating informational texts, the translator has to deal with some difficulties in conveying the content of the original text, which are caused by the differences in the language systems of the two languages, among which the specifics of the semantic structure and the peculiarities of the use of individual words and expressions are the most common [9].

In most cases, news sites have a certain political orientation. Therefore, in working with journalistic texts, in addition to accurately conveying the content of the original text, the translator must solve an additional task, namely conveying the desired emotional impact of the original text to the reader. A professional translator, when working with a text, should pay attention to the ratio of information message elements and expressive means of influence, since such a ratio differs in mass media texts of different genres. In order to achieve the necessary correspondence, the translator, performing pragmatic transformation, significantly edits the content of the message in order to make the text more accessible or expressive [1].

So, the means of pragmatic influence of the text can be traced at the phonetic, lexical and syntactic levels. Violation of the principle of pragmatic expediency in the use of language means of the phonetic level does not contribute to the communicative effectiveness of the language, therefore the authors of journalism resort to alliteration and assonance. Lexical composition is the most important level of pragmatic content of any text.

Conclusions to Chapter II

Expressive connotations, from the point of view of semantics, consist in the expressive strengthening of the lexical unit as a whole or as part of the denotative component, accompanied by emotionality or evaluativeness. From the point of

view of stylistics, expressiveness is a very broad concept that can include such categories as: intensity, logical amplification, emotionality and evaluability.

This determines the synthetic approach to language analysis and the connection of pragmatics with philosophy, sociology, psychology, and ethnography. In the act of speech communication, the pragmatics of the addresser and the pragmatics of the addressee are very different. The addresser expresses his attitude to the transmitted events, as well as to the listener, using language signs that have the necessary pragmatic meaning and tries to influence the addressee.

The epithet is used as an important means of individualization and typification and evaluation of the depicted phenomena. It creates wide opportunities for individual reproduction of reality. Artistic definitions of various semantics emphasize the language of the text. Evaluation characteristics are presented primarily through the language of the author.

GENERAL CONCLUSIONS

Therefore, the central status in the structure of the lexical meaning of the word is acquired by the pragmatic component, which provides additional information about the participants and the conditions of communication in relation to the subject content, serves as a means of influencing the word on the addressee. The comprehensive nature of the pragmatic component and its influence on the formation of other components of the lexical meaning of a word is connected with the fact that it acts as a means of reflecting the non-verbal conditions of the creation of a sign. Serving as a means of reflecting non-verbal factors of the communicative act, the pragmatic component, causing the need to express the emotions and attitudes of the speaker to the signified realities, determines the formation of the connotative component of the lexical meaning of the word, as well as its constituents such as: emotionality (emotionality), evaluability, imagery, intensity and logical strengthening.

The influence of the pragmatic component on the emotive (emotional) component of the lexical meaning of a word is that, under the influence of communication conditions, speakers feel the need not only for linguistic marking of denotations, but also for expressing their emotional, subjective attitude towards them. The speaker's attitude to the signified realities of the surrounding objective reality is also revealed through a pragmatically conditioned category of evaluability, which appears as a connotative constituent of the expression of evaluation according to the "good - bad" parameter.

We see the prospect of further research in a more detailed study of the mechanisms of the influence of the pragmatic component on the constituents of the connotative component of the lexical meaning of the word, as well as in the identification of the relationship between the pragmatic component and other components of the lexical meaning of the word.

RÉSUMÉ

Дослідження на тему «Зміст прагматичного компонента в сучасній англійській мові» присвячене аналізу способів вираження прагматичного компонента в сучасній англійській мові. Курсова робота складається зі вступу, двох розділів, загальних висновків, списку літератури та списку ілюстративних джерел.

Перший розділ «**The oretical foundations of the pragmatic component in modern english**» («Теоретичні основи прагматичного компонента в сучасній англійській мові») – теоретичний. У ньому розглядаються основні характеристики прагматичного компонента, розкривається вплив соціокультурного контексту на розвиток прагматичного компоненту, розглянути сучасні підходи до аналізу прагматичної складової в лінгвістиці.

Другий розділ «**Content of the pragmatic component in modern english**» («Зміст прагматичного компонента в сучасній англійській мові») являє собою практичне дослідження. У ньому представлено роль прагматичного компонента в актуальних комунікативних ситуаціях на основі ілюстративного матеріалу дібраного з сучасних англомовних творів. Проведено порівняльний аналіз використання прагматичного компонента в різних жанрах мовлення.

Ключові слова: комунікація, соціокультурний аспект, письмова та усна мова, жанри мовлення.

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