

THE ROLE OF CONTEXT IN THE COMMUNICATION

Khasanova Gulrukh Khayrullayevna

SamSUVMLB

Doctor of Philosophy in Philology

gulruh_88@mail.ru

ABSTRACT. The role of non-verbal means is determined depending on the communicative situation, the meaning of the sentence, when, where and by whom it is said. These actions are, of course, inextricably linked with the concept of context. The phenomenon of deixis is formed only in the process of face-to-face communication. This once again proves that it is clearly manifested in the context. In some cultures, especially in Russian, French and Japanese cultures, the role of context is very important, and in certain cases the meaning of what is said can be reversed. Therefore, non-verbal communication factors are of particular importance.

Key words: context, dexis, nonverbal communication, pragmatics, communication, speech, paralinguistic gestures, situation.

From birth, the baby begins to communicate with people by crying, and continues to let the parents know that he needs milk or wants to change his diaper. Communication is an important and main direction of human life, through which people share their thoughts and views; ideas, knowledge transfer, achieving goals, influencing others and many other similar functions. More precisely, it can be described that communication is at the first level in human life. Through communication, individuals use symbols, signs, and behaviors to share information. Context is related to the roles in the conversation. In other words, the context refers to the relationship between the speaker and the addressee. For example, the way a teacher asks his colleagues is different from the way he asks his wife. In fact, word choice, sentence structure, and the occurrence of formal context are determined by the informal social context. This gives rise to the concept of social context [7].

Therefore, context is an important part of any oral communication, and it plays a key role in successful communication. This, in turn, creates a pragmatic situation. For example, seeing something unfamiliar and asking, "What is this?" when addressing the interlocutor with a question, the deictic expression ("this") is a reference to the thing-subject that exists in this environment. Deictic phrases appear in the early stages of children's speech development. According to the observations of psycholinguists, the speech of children aged 3-7 years is, firstly, egocentric, and secondly, it occurs in a telegraphic style, that is,

in an "ungrammatical" order. It is for this reason that babies prefer expressions such as "I", "you", "there", "here", "this", "now", "then" to grammatical forms [7].

Deictic gestures are actions used in speech with verbal means, indicating a known thing, person, place. Context is important for the use of these gestures, because the correct reception of the information conveyed by the speaker depends on the contextual environment. In this regard, Professor M. Hakimov said, "...words belonging to the pronoun group are deictic elements as indexical signs, and their specific denotation cannot be determined without context [2;47]. Only the manifestations of the speech act, which fully cover the speech situation, serve to open the denotation of deictic elements.

Currently, the modern understanding of pragmatics is based on the definition given by Ch. U. Morris, who divided semiotics into three parts: syntax, semantics and pragmatics. According to him, syntax studies the relationship of signs to each other, semantics is the relationship of signs to objects, and pragmatics is the relationship of speakers to signs. Such a division can be represented in the form of three interconnected arrows. "On the syntactic axis, elements are arranged in time, on the semantic axis, elements are selected based on the contrast of units of the same syntactic or pragmatic type"[4].

At the same time, in modern linguistics, a lot of attention is paid to the research of non-verbal tools and their pragmatic features in linguistics, cognitive linguistics, pragmalinguistics and other fields. "Pragmatics refers to the being of the speaker in the linguistic scope; the content of the message; expressing his attitude towards the listener, the communicative content (confidence, distrust, determination, indecision, fear, suspicion, joy, etc.), the use of vocabulary units, non-verbal means notes the importance of elements such as application and provides additional information about communicants. The pragmatic function of language units is related to the context, the speech situation, the language skills of the speakers and their general knowledge of the object of speech. Factors such as speech situation, mental and spiritual closeness of the speaker and the listener are also involved in clarifying the pragmatic content in speech communication. It is important that the main factors that ensure the realization of this content are activated in the speech[3].

Deixis is one of the fields of study of pragma linguistics. Deixis is the use of common words and phrases to identify a particular time, place, or person in context. For example, words like today, there, and us. We show not only with words, but also with gestures. The word deixis is used in linguistics and pragmatics and refers to the contextual use of words and phrases. Levinson emphasizes the importance of the role of context and that deixis is a manifestation of the relationship between language and context. Also, the scientist says that contextual information is necessary to understand the meaning of words and phrases,

and that contextual information is considered deictic in order for words and phrases to convey meaning[2;54].

Agreeing with the opinion of the scientist, it can be noted that the power of the context is especially evident in the interpretation of the phenomenon of deixis. In linguistics, the concept of deictic and deictic expressions ensure the completeness of the information transmitted in the text, and these expressions are one of the constant tools that ensure the meaningfulness of the communication system in the context. Levinson emphasized that deictic terms such as there, here, I, you, this, that are used by the speaker and the listener in the speech process. But the scientist also explained that other deictic terms have to be used by the speaker in the speech process. In particular, without using paralinguistic gestures such as nodding the head, moving the hand or wrist in a certain direction, looking in a certain direction, the important interpretation of the conversation is not fully conveyed.

The opinion of Vibavo and Naulfar, which is consistent with the scientist's opinion about the importance of context in deixis, is noteworthy: "Deixis means that certain words and phrases depend on the context in order to understand the meaning of specific words in the speech process [6;75]. Words and phrases that need context to convey meaning are considered deictic. So, deixis can be called a word that has a context at the same time. It can be said that deixis is a deictic word, it is an indicative word that has not only a grammatical function, but also a meaning or context, depending on the situation and deictic function [5;41-55]. For example, there, he, they, today, tomorrow, this, that, those, rainy day, etc.

In conclusion, the role of context in the process of communication is important, it serves to convey information to the addressee correctly and the main goal in the communication process is to influence the person to whom the speech is directed. Through influence, the way to the next speech act is opened. Therefore, speech acts reflect the psychological state of the speaker, his attitude to the situation. It is deictic means, gestures that give additional influence to situations such as desire, persuasion, regret.

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