

CONNOTATIVE COMPONENTS AND THEIR PRAGMATIC FEATURES IN MODERN LINGUISTICS

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Abstract. *Today, it is widely observed that the information expressed at the word level is studied from the point of view of the linguistic unit entering into the function in a wider context. In this place, the communicative goal, attitude, and aesthetic tasks represented by the linguistic unit were interpreted as an additional (connotative) meaning and a pragmatic meaning. In the article, we focused on connotative components, pragmatic, cultural connotative components, their pragmatic features in modern linguistics.*

Key words: *connotation, pragmatic components, cultural connotative components, word combinations, semantic structure.*

A linguistic unit that can be studied in all branches of linguistics is a lexeme. After all, a lexeme is not only a lexical unit, but also an important tool that creates syntactic communication at the morphological level. These cases occur in connection with the denotative meaning of the word. If the denotative meaning of a word means its important lexical unity in the language system, the connotative meaning that is inextricably linked with this meaning further expands the functional possibilities of the word and shows that it is also an important object of methodological investigation. . From the point of view of their use in speech styles, words are divided into two groups: universal words and words specific to certain types of speech. 1. Common words are essentially the basis of the language vocabulary and are used as basic vocabulary units in all types of speech. 2. There are special words for certain types of speech, which are stylistically limited. For example, if book words are used for book speech, there are also stylistic words for oral speech. Also, the use of scientific terms for scientific speech, official terms for official speech, obsolete words, dialectisms, slang and slang, mainly in artistic speech, indicates that the inter-speech distribution of words is the result of linguistic needs. The mentioned comments can be the basis for further in-depth studies of the word, its meaning and the relations of methodological specificity. In addition to the original dictionary meaning, lexemes in the text also have features of figurative use. The meaning that arises through the transfer of meaning is the derived meaning of 329 words. The derivative meaning of the word is understood through the text. Therefore, the meaning of the word can be explained on the basis of the textual use of the lexical units, whether it is the original or derived meaning. Common words, like all lexical units, are tools used in different meanings. At the same

time, pragmatic components can also be part of the semantic structure of a word with an additional (connotative) meaning. This situation is more noticeable when there are associative signs of the word or when the similarities and differences are analyzed.

The use of pragmatic meaning (connotation) in the speech process and the definition of principles for determining additional, often non-verbally expressed meanings led to further development of the communicative-functional paradigm in linguistics. The study of the pragmatic (connotative) meaning expressed by words and linguistic units at the scale of a wide speech and text is complex and has led to the use of this concept in a wider sense compared to earlier times.

Today, the additional meaning (pragmatic, connotative meaning) in the semantic structure of the lexical unit is being researched on the basis of texts that create connotations, separate lexemes representing meaning, word combinations, phraseological units, phrases, proverbs. Thus, on the basis of pragmatic analysis, internal and external pragmatic signs of connotative meaning are determined. Internal signs of connotation are related to the presence of pragmatic components in the lexeme content structure. External pragmatic signs are determined by extralinguistic factors such as the communication situation in a specific communicative act, the character of the relationship between the interlocutors, the proximity of their background knowledge, and the presupposition of communication. Accordingly, different types of connotation are distinguished: on the one hand, the connotation that is expressed through a word and expands its semantic structure, and on the other hand, the connotation that is expressed through the text and creates a meaning.

Analyzing the text and speech from a pragmatic point of view, mastering the rules of speech etiquette in the communication process, cultural organization of the communication process, agreement and disagreement during the conversation, compliance with communication and etiquette standards, practical communication, such as taking into account the characteristics and basic knowledge of the interlocutor leads to the formation of skills. On the other hand, pragmatics defines the rules and parameters of the effective use of language tools. In recent years, the structure of the semantics of the lexical unit, especially the expression of its semantic components representing its subject-logical content in speech, has attracted the special attention of researchers in various fields. One such issue is the expression of pragmatic features in the semantic structure of a lexical unit through connotative components. Pragmatic meaning expressed through connotation in the semantics of lexical units in contemporary linguistics T.V. Likhovidova (1978), N.D. Arutyunova (1979), Ternin (1985), V.N. Teliya (1986), Y.D. Apresyan (1995), A.N. Vstavskiy (2006) and others studied in detail.

In such studies, it is emphasized that the pragmatic features of the connotation expressed through the lexical unit as a specific component of human activity related to cognition, firstly, the use of linguistic signs in communication, speech evaluation functions,

and secondly, they serve as an important tool in teaching communication in foreign languages.

Connotation is realized through a single linguistic unit, phraseological combinations, national realities, in which the integrated, adherent conceptual, text-forming connotation types and their pragmatic features are studied separately.

The connotative component of a lexical unit usually means the subjective attitude towards people and events formed in the mind of a person speaking this language. Such a relationship is expressed through linguistic units and defines a good, bad or neutral pragmatic attitude towards the object in the speech. Evaluative relations of people to objects of real existence are expressed as pragmatic relations in the language system, including lexical units of this language. The study of the evaluative components of the lexical meaning of the word from a pragmatic point of view required the study of a number of unsolved controversial problems. From this point of view, it is extremely important for linguists, translators, and Methodist teachers to determine the types and types of the evaluative component in the pragmatic sense of the lexical unit, to study their participation in the meaning of the lexical unit as a semantic component. Pragmatic relations of a social nature of the speaking person are also involved in the assessment of reality or objects. Such an attitude usually requires compliance with the concepts of norms and certain rules formed in society. There are two types of evaluative component of pragmatic connotation expressed by linguistic units:

1. Rational (intellectual) evaluation of the environment, subject, quality, virtue, phenomena;

2. Emotional assessment of them with the help of human psyche.

A rational evaluation is formed as a result of the realization of the meaning of the word in the denotative aspect. Emotional evaluation is the result of the realization of the meaning evaluation schemes in the connotative aspect. The pragmatically expressed connotative components of the meaning of the word are integrated with each other, that is, in constant communication, but each of them has quantitative peculiarities. Evaluation, along with other components of connotation, serves to increase the expressiveness (pragmatic effect) of the word's meaning, and it is they that serve to express subjective relations more effectively and expressively in the communicative act. In this respect, expressiveness is a pragmatic component of the meaning of words, and it involves choosing words in the process of communication, using them according to the communication situation, and thereby having a communicative effect on the interlocutor.

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