

## **Pragmalinguistics as a Tool for Identifying Personal Characteristics**

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### **Abstract**

The relevance of the research is determined by the need to regulate communicative behavior between people, which is possible with knowledge in the field of pragmalinguistics. The article is devoted to the pragmalinguistic approach to diagnosing personal qualities of a person based on his speech and presents the results of a pragmalinguistic study of the characteristics of speech behavior. It has been proven that any statement, dialogic or monologue speech can be interpreted only in the context, taking into account the nature of the specific situation. As noted, pragmalinguistics allows diagnosing the personal qualities of a person by studying communicative competences that ensure communicative activity.

**Keywords:** pragmalinguistics, linguistic diagnostics, speech behavior, speech effects, speech acts.

### **Introduction**

The pragmatic orientation of modern linguists provides a convincing answer to society's request to predict the behavior of human speech in everyday communicative situations.

The foundations of pragmalinguistics were laid by the English philosopher John Langshaw Austin, who proved that the main research unit in the theory of speech acts is the speech act itself. (-emotions, facial expressions, etc.) have a speech effect on the interlocutor. The person as the subject of speech activity is in the first place in the research of pragmalinguistics.

In the process of oral communication, the speaker acts not as a person with socio-psychological characteristics, but as a person manifested in one or more of his social roles and psychological characteristics. These characteristics also depend on the specific conditions under which communication occurs. The speech behavior of the speaker can be considered from three aspects: the influence of external communication conditions; influence of social and socio-psychological nature; are intralingual patterns of social division. The research, the results of which are summarized in the article, was carried out within the framework of the pragmalinguistic approach to the diagnosis of personal qualities of a person.

The relevance of studying pragmalinguistics as a means of diagnosing a person's personal qualities is due to the following reasons:

1. the growing role of professional communication in modern society;
2. the important role of pragmalinguistics in the diagnosis of personal qualities of a person in the study of communicative competences;
3. the need to regulate communicative behavior between people.

The purpose of the study is to analyze the pragmalinguistic approach to the diagnosis of a person's personal qualities based on his speech.

The object of research is the personal qualities of a person.

The subject of research is pragmalinguistics as a diagnostic tool.

Problems solved within the framework of the research:

- conducting an experiment using the modified content analysis method;
- diagnosis of stereotypical and personal qualities of students using metaphors.

### **Literature analysis and methodology**

The theoretical significance of the research is an attempt to contribute to the theory of diagnosis of human personality qualities in the study of speech behavior, as well as to the development of methods of studying human personality qualities using metaphor and content analysis. The practical significance is that the results of the experiment can be used in the teaching of advertising and public relations students. Because the impact of the speech from the speaker to the recipient is not determined only by the meaning of the words. Covert Pragmalinguistics allows you to influence the subconscious mind by giving "hidden commands".

Also, speech behavior, in general, serves as an indicator of a person's general knowledge, ideological orientation, intellectual characteristics, behavioral motivation and emotional state. G. G. Matveeva's scientific research on implicit pragmalinguistics talks about the specific features of speakers' use of certain grammatical forms. They should be studied as part of updating the speech strategies of the implicit influence of the text sender on the receiver.

Matveeva G. G. divides hidden speech strategies into groups: emotional-oriented and conative-oriented.

In this regard, at the first stage of content analysis, the set of sources under study was determined using the established criteria, each advertising message was answered: type of source (advertising materials); parties participating in the communication process (sender, recipient); comparative volume of advertising messages; frequency of advertising messages; advertising distribution method; place of advertisement distribution; the time the ad appears. In the second stage, a sample set of advertising messages was formed. In the third step, the units of analysis were determined. These were the words and themes of the advertisement. In the fourth stage, the accounting units were allocated. The fifth stage includes the calculation procedure, that is, classification into selected groups. The results obtained in the sixth stage were interpreted. In the texts of different advertising messages, it was found that the speech behavior of a certain person, that is, while being considered as an advertising study, has different characteristics.

A very close indication of the plans for the "Confidential or Unconvincing Statement of Hidden Promotional Speech Strategy". The indicators of "reliable or ambiguous verbal behavior in the advertising message" differed the most. The specifics are characterized by the difference in performance of all of the strategies listed in advertising on television, compared to creating your own commercial and speaking in front of your students. This is due to the announcer himself and the different goals and objectives that he puts this advertisement in front of different receivers. Realizing the open intentions of engaging with advertising, each student simultaneously updated speech habits and speech style, that is, a special set of speech skills.

These abilities are manifested at an unconscious level in the habitual selection of lexical and grammatical symbols. Since speech activity in the form of creating advertising is a conscious selection of linguistic and speech units determined by the speaker's goals and motives, and speech behavior is an automated selection of his speech signals, conclusions about personal qualities are made on this basis. learning speech behavior, that is, presenting your ad

In this regard, it was concluded that: - all persons entering into communicative relations have a hidden influence on the receiver; - all persons who use verbal and non-verbal speech actualize their social identity in speech behavior; - all individuals show similar personal qualities that indicate their belonging to a certain professional category when updating their speech behavior; - all persons studying the same specialty have the same personal characteristics, although they

differ in temperament types, ideological orientation and the level of awareness of their place in society. The "Metaphor of my study" method was used to confirm the hypothesis that pragmalinguistics makes it possible to diagnose the personal qualities of a person through the study of communicative competences. The methodological basis of this study was the works of N. D. Aryutyunova.

### **Discussion and results**

Students were asked to write the beginning of the sentence: "Reading is...". I had to end this sentence with a metaphor related to music. For example: "My reading is like a long symphony, sometimes fast and sometimes slow, sometimes high and sometimes low, but in the end it's a total enjoyment of the sound of the music." Then it was suggested to complete the second sentence with a metaphor from the field of physics or mathematics. For example: "My learning is the law of large numbers, so it is always clear that the probability of learning forever is very small." The third sentence should end with a metaphor about some season, month or natural phenomenon.

For example: "My study is autumn slushy, wet weather, shrouded in dark clouds, and there is no guarantee that the sun will come out tomorrow." Next, highlight the key words or phrases in the three sentences. Then, develop a metaphorical description of your research that uses three words or phrases. And in the last sentence created, the key word or phrase should be emphasized. It was the name of a fable or story that the students had to come up with. Working time is 20 minutes. Metaphor is considered the key to understanding the fundamentals of thinking and the processes of creating an image of the world. Human thinking is closely related to speech.

Metaphorical creativity is the basis of many semantic processes: the development of emotional expressive vocabulary, the development of synonymous means, the emergence of new meanings and their description. Without metaphor, the vocabulary of a person's inner life would not exist. The metaphor of emotions reflects the current emotional state and the inner world of a person. It is also a technological tool for diagnosing a person's psychological state, level of aspiration, affiliation, etc. Analyzing the works, we came to the conclusion that individual characteristics are repeated in each speech, and it acquires a special general characteristic of speech behavior and an individual characteristic of the speech personality. The speech behavior of each student is manifested in the typical speech situation of the speech act. The unit of speech behavior is a speech act - an unconscious habitual act of choosing a speech signal by the sender of the text. Quantitative processing of speech signals made it possible to determine the hidden intention of the authors' self-expression in a specific speech situation. The implementation of personal plans and ideas of students shows their active or inactive life position, tendency to creativity and leadership qualities. Many students often choose social speech signals, which are characteristic of cooperative, creative, open and outgoing people.

### **Conclusion**

The use of words and phrases with obvious emotional lability in written speech gives reason to believe in pessimism, uncertainty and low self-esteem. So, speech is a tool that creates and regulates human relations with the outside world. A subject of pragmalinguistics is the knowledge of a person's language in order to carry out a communicative act and achieve the desired effect as a result of this communication.

By comparing the results of the metaphor method, it was possible to determine the typologically significant personal characteristics of the students. Many subjects were characterized by stability in changing their interests, a desire for creativity, self-confidence, diversity of interests and awareness of their place in society. The results of pragmalinguistic research confirm that, updating the speech behavior, the student who sends the text chooses certain speech signals depending on his individuality and personal characteristics.

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