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**Annotation:** In this article, the relationship between linguistic and non-linguistic phenomena, language and speech, dialogue and discourse, text and speech act, purpose and communication situation, linguistic opportunity and speech activity, addressee and addressee, purpose and effect of communication, communicative intention and speech situation, phenomena and concepts such as communication culture and speech etiquette appear as objects and subjects of linguistic research illuminated.

**Keywords:** language, speech, dialogue text, person speech situation, communication culture, speech etiquette

Practical linguistics, the study of communicative, pragmatic features of linguistic units, meanings, and functions associated with speech activity, is becoming more and more popular today. It is only natural that the means of expression of each language manifest themselves in a certain way in order to maintain the communicative function of the language. Language use skills and competency of speech owners, linguistic ability and style of thinking, knowledge and viewpoint are only a few examples of the many variables that can make speech activity, communication intervention process, and language capabilities of language units effective or ineffective. The most significant aspect of the various speech genres that demonstrate, offer a generally broad, and active manifestation of linguistic ability is artistic speech. Full understanding, analysis and characterization of all linguistic possibilities, expressive meanings and functions associated with the nature of speech activity, communication of language units is provided by the study of linguistic, communicative and pragmatic characteristics of artistic speech, which necessitates the study of the artistic text in a broad plan, in various aspects and methods.

Along with a variety of social duties, such as raising the status and prestige of the Uzbek language in our nation, utilizing all of its numerous opportunities, preserving its purity and naturalness, bolstering its position as the primary language of communication, ensuring responsibility for its use, and advancing the study of the Uzbek language in the scientific field. The actual tasks of Uzbek linguistics also include checking and evaluating on a scientific basis how language talents present themselves in real-world situations, events, and processes in relation to speech, language and society, language and culture, and language and national thought.

Studies based on such an approach as pragmalingvistik, lingvopragmatik, sosiolingvistik, linguoculturological, ethnolingvistik, which has developed significantly in the world linguistics in the following years, also serve as a factor of the formation of modern spheres in Uzbek linguistics as pragma linguistics, sosio linguistics, psycho linguistics lingua culture.

Language research manifests as objects and subjects of verification of phenomena and concepts like interaction of linguistic and non-linguistic phenomena, language and speech, communication and discursive, text and Speech Act, purpose and speech situation of communication, linguistic opportunity and speech activity, addressee, purpose and effect of communication, communicative intention and speech situation, culture of communication, and speech etiquette. Linguists are looking into a variety of characteristics of phenomena that are directly connected to the pragmatic properties of the language. In particular, N. Arutyunova, E. Paducheva, and N. Naer contrast pragmatics and its concepts and terms, as well as their unique qualities, sources for verification, and approaches to interpreting the problems.

In linguistics of Uzbek. We can see SH, which is the first interpretation of pragmatics and related concerns. "Pragmalinguistic" work by Safarov. In S.'s dissertation, researcher M. Hakimav used a pragmatic interpretation to the text. by M. Tashkhukhaeva By using the example of children's speech, Kurbanova examined the pragmalinguistic characteristics of speech-based types of ICT. In order to interpret issues within the context of language and speech, language and style interactions, and Uzbek pragmalinguistics, which is now evolving, linguistic and sociolinguistic studies are crucial.

As you are aware, pragmatics is expressed in relation to the manner and circumstances of speech, the intention behind communication, numerous circumstances around the speaker, social interaction, etc. Therefore, "pragmatic meaning", "pragmatic information," and "pragmatic task" should be considered distinct pragmatic phenomena that emerge through the process of speech, the mutual goals and relations of speech participants, and the state of communication-interference instead of acquiring a stable essence. It entails that pragmatic issues be consciously examined within the context of actions and procedures connected to particular speech circumstances, such as the reason for speaking, the context in which speaking occurs, etc. In fact, the subjective attitude of the speaker (to give information, to ask, to order, to please, to call, to give advice, to apologize, to express sympathy, to congratulate, to refuse, etc.); the culture of communication, the etiquette and rules of speech; the purpose of the speech owners; the worldview of the interlocutors, interests, etc. are considered pragmatic factors.

According to the findings of the research, the choice of language units according to the circumstances and situation of speech, as well as the strength of the chosen language unit's influence on the purpose of speech, are taken into consideration in the major pragmatics issue. The reciprocal harmonization of pragmatics and linguistics is now obvious. Additionally, it will be seen that the pragmatic nature of language and how it is interpreted take on a psycholinguistic quality.

In this regard, it is important to consider several perspectives on pragmatics and the relevant subject. The influence of the speaker on the mood of the listener is thought to be the fundamental tenet of pragmatic theory. The essence of pragmalinguistics is based on the stereotyping of a set of norms that enables the owner the ability to connect colloquial sentences with a particular text. T. Daik, in turn, suggests the basis of pragmatics in the form of a set of situational applications of the language. Lingua psychology puts the issue of how to differentiate between pragmatics both in terms of the transmission and receipt of information on the table. Despite the fact that pragmatic subjects vary from one another, pragmatic reality and attitude are connected to the reciprocal activity of the information transmitter and receiver. The categories described above are consistent with the idea that one should look at numerous facets of a pragmatic connection when interpreting the process of speech and its varied relationship concerns.

The text is the main source of research in these fields; the revelation of meaning and functions, as well as the characteristics of linguistic and nonlinguistic means in a given speech, is thought to be a crucial topic. "Pragmatics deals with topics linked to the process of communication, the communicative intent inherent in the participants of speech, the influence of the speech context, and reflecting the social activity of a person," according to the definition. Therefore, in terms of pragmatics as well, fully developed text or speech structures are regarded as the fundamental target of investigation. After all, the composition of a particular text or speech allows the syntactic, communicative, and pragmatic possibilities of the language to fully manifest themselves, and the study of the process offers the chance to impartially assess and determine the informational content, the author's attitude, the effectiveness of speech, etc.

The slang meaning of linguistic constructions, which appears in connection with the singular as a supplementary meaning and is unrelated to the subject, circumstance, or purpose of speech, nature of the speaker's mind, interlocutor level, or communication culture, belongs to pragmatics.

One cannot, of course, dispute the role and function of both the language units and the lexical-semantic, grammatical signs inherent in them in the construction of the information content presented in the speech process, depending on the author's purpose. In pragmatic interpretation, pragmatic knowledge is equally crucial. Particularly in the conception and development of the text of an artistic work, the author's pragmatic expertise is of utmost significance. According to the researcher V. Kholmatova, pragmatic knowledge is the product of the experience amassed through human activity. This knowledge is linguistic and is therefore retained in consciousness during the process of information interchange. If it is taken into account that each speech, text-to-speech situation, different expression and content are expressed according to the author's purpose, pragmatic knowledge also dictates skill, such as the manifestation of a separate meaning in different forms, corresponding to different speech conditions.

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<b>393</b>	ISSN 2277-3630 (online), Published by International journal of Social Sciences & Interdisciplinary Research., under Volume: 11 Issue: 09 in September-2022 <a href="https://www.gejournal.net/index.php/IJSSIR">https://www.gejournal.net/index.php/IJSSIR</a>
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