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**Annotation:** in this article, the linguistic and extralinguistic factors of perlocusia are covered in detail on the basis of taxa that rely on scientific theories.

**Keywords:** perlocusia, linguistic factor, extralinguistic factor, perlocutive act, colloquial act, thoughts, actions, feelings, linguists, physiognomic reduction...

Perlocusia, or perlocutive act, as the most problematic concept among Speech Act nodes, is characterized by linguists with the phrase "Achilles heel" in the sense that it is the weakest place in the matter.<sup>1</sup> In this regard, the analysis of the types and means of perlocusia is of both theoretical and practical importance, and it is extremely necessary for the development of Applied philology to carry out research in this regard.

O. V. Kiryakova in his paper, argues that solving problems of the theory of Speech Act, in particular, should lead to the solution of the problem of developing a unified definition as a classification criterion for determining the means of perlocusia in different languages and, thus, determining the expressive functions of speech acts. Within the framework of specific languages, the formation of the illocutional power of linguistic means and their classification according to the methods of expressing illocusia and perlocusia focuses on the fact that the use of language means makes it possible to determine ethnomathematical peculiarities.

Traditionally, perlocusia is defined as the effect of a speech act on the feelings, thoughts, or actions of an audience, speaker, or other person. However, a group of linguists interpret this as an achieved goal, a perlocutive result.

O.V.Kiryakova, analyzing different views on perlocusia, characterizes that "the perlocutive result of a linguistic tool can affect the thoughts, feelings, behavior of the recipient and cause his reaction in the form of a speech act or behavior", and emphasizes that perlocusia does not limit the effect itself to the subconscious, leading to a practical result. We also support this opinion of the researcher.

Olima's view that the perlocutive result can also occur as the SEMAS of the recipient's Response Act is diffate. For example, the presence of the SEMAS "I took a cry to your salute" in relation to the salute of Assalom and in the response reaction of alaykum assalom also indicates that this opinion is appropriate.

L.R.Bezuglaya groups as follows, noting that there are also conflicting and confusing opinions in perlocusian interpretations:

- since the irregular nature of perlocusia contradicts the regulatory principle of language description, it is difficult to describe it systematically;
- perlocusia is interpreted as the reactive speech act of the addressee;
- the speaker of perlocusia is considered together with the locus and illocusia as a component of the speech act.

Language is a certain system, an "organic whole". It is also a separate Act (action) of speech activity. In other words, language is the occurrence of speech activity in the form of individual acts (actions). Language is different from some Speech Act, and at the same time it will be present in the speech act, live speech, live.

<sup>1</sup> Bezuglaya L.R. Perlocation in discourse // Discourse as a cognitive-communicative phenomenon. Monograph. Kharkiv: Constant, 2005.

"It is much more difficult to interpret vocabulary in the way of Speech Unity as well. Because vocabulary is an abstract characteristic, in addition, its components – words perform an independent task in the composition of the sentence, and most importantly, vocabulary is formed in the composition of the sentence (from this, stagnant vocabulary is excluded). After that, as long as the sentence does not exist, the vocabulary cannot exist either."

We Are I.B. shatunovsky we do not approve of this opinion of. Because a particular perlocutive result is expected for the speaker's intentionalist purpose, whether expressed in one sentence or through one whole micromathne, it is appropriate to use the term perlocutive act in both cases. Consequently, complex syntactic integers can also surface as a speech act:

"Yakvalhozha began to speak, wearing a cup in his hand over a white tablecloth and not losing the gentle smile on his face:

- No matter what country you live in, the hope is one. Your luck is that your umbilical cord blood is shed in the Homeland. Your childhood memories will enter your dream of busy flowing waters. Those like me were destined to be born far from the motherland, and the air of the Motherland is not yet breathable. You are also lucky to drink clear suvidin

did not, but we live in the hope of rubbing the motherland tufrog into the eyes."

In this place, the first sentence itself is not enough for the illusion of a speech act to come to the surface. "No matter what country you live in, there is no hope or hope...", saying that the need to reveal what that pain and Hope are will make him cover the next sentences as well.

One of the Central Provisions of the theory of Speech Act is that the minimum unit of human communication is not a sentence or sentence, but the implementation of a certain type of Speech Act, such as Question, order, description, explanation, apology, gratitude. J.Searle defines the illocutive purpose of these acts as an expression of the speaker's speech's psychological reaction to the recipient's work situation or behavior.

Perlocusia also requires study in the psycholinguistic aspect as a result of the process of speech activity. There are special psychological mechanisms by which people perceive each other, make a mutual impression and, on this basis, are used in the process of communication and in general-in the process of social interaction. Humans evaluate each other by appearance, speech, behavior, and temperament.

Physiognomic reduction is the assessment of a person based on his appearance. Judgments based on appearance should be treated with caution. But there is no doubt that there are certain laws here, and people widely use mechanisms for assessing appearance for the purpose of a speech effect.

Social categorization. Social categorization, or simply - is the consideration of people as belonging to a certain type, class, category, such as a man, woman, child, adult, Uzbek, representative of another nationality, foreigner, co-worker (sociable), guest, poor, rich, intelligent, stupid.

Intergroup discrimination (differentiation) is an individual's conclusion about the preference of the group to which "we" belong. Such a conclusion allows a person to realize his significance, to increase his sense of pride in belonging to a particular group. Intergroup competition (especially in the context of one group winning over another) increases discrimination.

In modern linguistics, there has been a growing tendency to consider the place of language in society in a broad socio-psychological context based on novel approaches. This trend makes it possible to expand the empirical basis of linguistic research, systematize social factors that determine the communication behavior of communicants, create models of speech ICT.

As you know, in the process of communication, one participant seeks to change the behavior or state of another participant in a certain way. Behavioral change is expressed by the recipient performing a non-verbal action or the response forwarding a speech message. A change in state implies a change in the attitude of the subject to some object or phenomenon (which in turn can lead to a change in behavior). Thus, objectively, that is, regardless of the subjects of speech activity, the

conditions of communication require that the text of speech, which is the main unit of communication, has a certain effect.

In language, the perlocutive effect in conventional interaction determines whether the attitude of the addressee towards directive speech acts can be expressed in three types: (a) positive, (B) negative, (v) positive/negative relationship between oppositions.

It can be seen from this that the question of whether perlocusia is realized in the inverse depends on the substantive internal types of the illocutive Act is transverse. Thus, speech acts are studied as a holistic system of interconnected limbs of speech activity. From this point of view, the identification of the various illocution forces that provide perlocusia and the creation of a classification of illocutive acts corresponding to these forces has become one of the main tasks of the theory of the speech act.

The role of colloquial influence in the development of mankind today is gaining momentum. In many countries, physical and mental influence is increasingly limited (by law). But the expansion of communication capabilities frees the place of these influences precisely to the speech effect. A person's need for communication has always been high. Because man is a social creature. Not only external, but also internal assessments of a person are formed in the system of social relations. The progress of the community has led to an ever-expanding range of communication opportunities. While media, telephone, radio, television, among others, greatly expanded the human information exchange system, the advent of mobile-cellular communication and the internet made this system almost limitless. This, in itself, is paving the way for a more inclusive oratory effect. The study of methods of Speech Influence is relevant for a simple communicator in two ways: to influence someone, to avoid the influence of someone. Of course, participants in practical –domestic – daily communication do not learn the speech effect in separate activities. But each language owner has his own experiential knowledge in this regard. As a science, the study of speech effects systematizes these experiences by collecting them. The results of the science of speech influence the spectrum of application is diverse: advertising, media, fiction, marketing, training, psychotherapy... Means of speech interaction can occur at all levels of the language.

It should be noted that there is a certain experience of each national language owner – people in terms of Speech Influence. "With a good sentence, the snake comes out of the nest, with a bad sentence, the sword comes out of the vagina", "let there be no wheat bread, let there be a wheat word", "the Tiger ends, the wound of the word does not end", says the Uzbek people. The research carried out will not discover completely new methods, but will turn existing methods into accessible material for the educational process by systematizing them. The educational process should be widely understood in this regard: it is envisaged to improve the skills of those active in various aspects of social and Mass Communication to carry out communication aspirations.

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