FORMATION OF MEDIADISCOURSE AND PRAGMATIC LINGUISTICS

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Abstract: Instead of the demand to study the system and structure of the language, a new demand is put forward - to study the language ability, knowledge about the world recorded in the language, linguistic competence of the native speaker.

Key words: phanology, paradigm, anthropocentric, position, function, concept, individual.

This paradigm is based on two main principles. First, there are external functions of language that are unique to it. Second, external functions affect the internal structure of the language system. It should be noted that the term "functional linguistics" is used in several senses. In a narrow sense, it is applied to the Prague linguistic school (R. O. Jacobson, N. S. Trubetskoy, S. O. Kartsevsky), where language is understood as a target system of expressive means designed to perform certain functions (primarily communicative). This view led to the development of a functional approach to the description of various linguistic phenomena - from phonology to semantics. The study of social function led to the development of the theory of functional styles (varieties of literary language used in certain social conditions), as well as the emergence of the theory of true division of sentences. Functional linguistics as a direction in a broad sense (functionalism) goes beyond structuralism and is based on the position that the language system and its components are influenced, moreover, are formed under the influence of functional requirements. So, the task of functionalism is to explain the linguistic form in terms of its function. In this sense, functionalism opposes formalism, which postulates a linguistic structure regardless of any functions and denies the influence of functions and communicative purposes on the language system [Oleshkov 2006]. The most influential representative of formalism is N. Chomsky with his generative grammar. Today, there are several concepts based on the functional paradigm.

However, the functional approach is generally divided into two types:

- the intrafunctional (or structural-functional) approach, where the studied quantities are linguistic units or categories of any level, and "environment" is a wider set of units, categories of the same level, higher-level units and categories; language system in general, text as a linear extended system of linguistic signs; - external functional or really functional approach, language units or groups of different types of them are interrelated with the objects that make up the non-linguistic environment. The first of these specific approaches does not yet involve the definition of functional linguistics itself, which can be developed within the framework of a systemic paradigm. This includes early experiments in text linguistics. The external functional approach meant the separation of an independent research paradigm, and two main ways are shown here: - the external environment in which the language system works - this is the world of consciousness, its structures, and then we can talk about the cognitive-functional approach (see: F. Bruno , I. I. Meshchaninova, T. B. Alisova, A. V. Bondarko, G. A. Shvedova, semantic variants of generative grammar, semantic concepts in artificiality and artificiality theory, a number of models of syntactic semantics, etc); - the field of communication, communication through language is taken as an external environment, and then a communicative-functional approach is distinguished.

The communicative-functional approach in general, and the pragmalinguistic approach in particular, requires reference to the concept of activity as a universal explanatory principle, which

puts this type of functionalism in a special, very useful position among functional-linguistic sciences and theories in general. Susov 1986]. 4). The anthropocentric paradigm is characterized by the transfer of the researcher's interests from the objects of knowledge to the subject, that is, man is analyzed in language and language in man. Instead of the demand to study the system and structure of the language, a new demand is put forward - to study language ability, knowledge about the world recorded in the language, linguistic competence of the native speaker. Even W. von Humboldt defined language as "the world lying between the world of external phenomena and the inner world of a person" [Humboldt 1984, p. 304]. E. Benveniste was one of the first to include the author and the addressee as necessary components in the system description of the language. He called one of the parts of his "General Linguistics" - "Man in Language".

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