

LINGUOPRAGMATIC PERSPECTIVES IN SPANISH LINGUISTICS

Satimova Madinabonu Shukhratovna

Uzbek State University of World Languages

Abstract. The article examines linguopragmatic and linguoculturological aspects of the precedent phenomena usage in the Spanish media discourse aiming to define the pragmatic potential of the precedent in it and to partially reconstruct the Spanish picture of the world and linguistic identity by defining the linguoculturological importance of the precedent phenomena. The language is seen as an instrument for coding and translating culturalsemantic information. The definition of the notion ‘precedent’ is given and the basic theories on contemporary precedent studies are analyzed, the intertextuality theory in particular. A precedent phenomenon in the text is seen as a manifestation of a linguistic worldimage, world knowledge objectification as well as a powerful tool of peoples’ minds manipulation by its implicit verbal influence on the audience. According to D. Gudkov’s classification, there are the following universal and national precedent phenomena: precedent situations, precedent names and precedent expressions. In the media text a precedent phenomenon is seen as one of the means of the implementation of the following strategies: semantic, pragmatic, conversational and rhetorical. Intertextuality is predominantly manifested in neologisms, allusions and quotations, which refer to the world and Spanish literature, the Bible, mythological sources and historical realia and Spanish internal events. The obtained results have proved the original hypothesis, according to which precedent phenomena in the media discourse reflect the cultural fund and the historical memory of the Spanish linguocultural community thus serving as a culture and language conductor. They also provide an indirect communication between the representatives of different cultures, epochs and generations.

Key words: cultural linguistics, pragmatics, discourse-analysis, precedent, intertextuality theory, media discourse, linguistic world-image, cognitive basis, linguistic identity, the Spanish language.

Аннотация. В статье рассматриваются лингвопрагматические и лингвокультурологические аспекты использования прецедентных феноменов в испанском медиадискурсе с целью определения прагматического потенциала прецедента в нем и частичной реконструкции испанской картины мира и языковой идентичности путем определения лингвокультурологической значимости прецедентных феноменов. Язык рассматривается как инструмент кодирования и трансляции культуросемантической информации. Дается определение понятия «прецедент» и анализируются основные теории современной прецедентологии, в частности, теория интертекстуальности. Прецедентный феномен в тексте рассматривается как проявление языковой картины мира, объективация знаний о мире, а также как мощный инструмент манипуляции сознанием людей путем неявного вербального воздействия на аудиторию. Согласно классификации Д. Гудкова, выделяются следующие универсальные и национальные прецедентные феномены: прецедентные ситуации, прецедентные имена и прецедентные выражения. В медиатексте прецедентный феномен рассматривается как одно из средств реализации следующих стратегий: семантической, прагматической, разговорной и риторической. Интертекстуальность преимущественно проявляется в неологизмах, аллюзиях и цитатах, которые отсылают к мировой и испанской литературе,



Библии, мифологическим источникам и историческим реалиям, внутренним событиям Испании. Полученные результаты подтвердили исходную гипотезу, согласно которой прецедентные феномены в медиадискурсе отражают культурный фонд и историческую память испанского лингвокультурного сообщества, выступая проводником культуры и языка. Они также обеспечивают опосредованную коммуникацию между представителями разных культур, эпох и поколений.

Ключевые слова: лингвокультурология, прагматика, дискурс-анализ, прецедент, теория интертекстуальности, медиадискурс, языковая картина мира, когнитивная основа, языковая личность, испанский язык

INTRODUCTION. The interaction of language and culture largely determines the speech behavior of participants in intercultural communication, and language is the symbolic quintessence of any culture. Each language reflects a certain view of reality; it systematizes the surrounding world at the mental level, transforming extralinguistic experience and ways of perceiving it into certain linguistic patterns. This explains the presence of a unique national worldview and special types of nomination in each lingua-ethnic community. Therefore, when studying a language, it seems important to master the core elements of the cognitive base of a particular lingua-cultural community. We understand the latter, following D.B. Gudkov, as “a certain ... structured set of knowledge and ideas that all representatives of a particular lingua-cultural community possess” [3, p. 91-92]. Knowledge and ideas embedded in the cognitive base of a people and implicitly expressed in its speech are perceived by native speakers as something self-evident, since the language community has a common linguistic picture of the world or a single system of value orientations contained in linguistic units, for the decoding of which it is necessary to turn to the signs and concepts of culture underlying their semantics.

Differences in the perception of the surrounding reality by different linguocultural communities can cause communicative failures. That is why the study of the phenomenon of precedent, which is part of the cognitive base of the people and an invariant component in the structure of the linguistic personality, is of increasing interest to scientists in various fields of knowledge. This is largely due to the need to adapt linguistic behavior to the realities and canons of the culture of the language being studied, which, in turn, is possible only if those studying a foreign language have background knowledge and ideas, thanks to which the necessary behavioral skills are formed when in contact with other cultures.

LITERATURE ANALYSIS. The study analyzes the linguacultural and linguapragmatic discursive aspects of the use of precedent phenomena (hereinafter PP) in modern Spanish media discourse, which verbalizes and reflects the mentality and culture of society, which determines the relevance of the proposed study in view of the growing interest in the study of the linguistic picture of the world and linguistic personality. Scientific novelty is due to the fact that the study on the material of the Spanish media discourse is integrative in nature and is at the intersection of linguistics and cultural studies, which allows us to consider the precedent of the text not only as a way of manifesting the linguistic picture of the world of the Spaniards, but also as a way of manipulating the consciousness of the reader. The purpose of the analysis is to substantiate the close relationship between PP and culture, as well as to determine their main functions in the media discourse.

N. N. Shpilnaya asserts that “precedent is a kind of quantum of knowledge, reflecting the experience of cognition of the extra-linguistic world by a linguistic personality” [10, p. 45], which we consider, following the founder of the theory of precedent Yu. N. Karaulov, as “a set



of abilities and characteristics of a person as a native speaker, which determine the creation and perception of speech works" [6, p. 245]. Language serves as an instrument for expressing a person's ideas about the world around him, and precedent acts as a kind of situational or behavioral standard. The issue of text precedent is often considered within the framework of the theory of intertextuality, the founders of which are considered to be the French poststructuralists J. Kristeva and R. Barthes. Scientists interpret the concept of "text" as the result of the interaction of many texts. In this case, the term "intertext", according to their approach, is understood as a certain cultural object created on the basis of given patterns embodied in the text [8; 1].

DISCUSSION AND RESULTS. At the present stage, the basis of linguacultural research is the theory of precedent texts by Yu. N. Karaulov, which studies precedents as one of the types of manifestation of a linguistic personality. The scientist defines precedent texts as "ready-made intellectual-emotional blocks-stereotypes" [6, p. 220] and also classifies as precedent texts those that are well known to all members of a linguistic community, passed down from generation to generation and prevailing in the discourse of a particular linguistic personality. Paintings, musical compositions and other components of any culture are also classified as precedent texts. D. B. Gudkov classifies precedents, highlighting "a precedent text, a precedent statement, a precedent name, a precedent situation" [3, p. 106]. According to the scale of linguacultural significance, precedents are divided into "autoprecedent, socio-precedent, national-precedent (and) universal-precedent phenomena" [ibid., p. 103]. Autoprecedent is a mental, purely individual representation of the reality surrounding a person and forms the linguistic personality's own associative series. While the key elements of the national cognitive base – national-precedent phenomena – are widely known to any average representative of a linguacultural community, socio-precedent phenomena cover only some social groups of a particular language community, while universal-precedent phenomena are included in the circle of knowledge of any modern person.

To date, there is no unambiguous definition of the functions of precedent phenomena in media discourse. Thus, Yu. N. Karaulov distinguishes the nominative one - a sign introducing a precedent text, indicating a characteristic property, a typical sign; referential - the use of proper names to enrich the spiritual and aesthetic content of a work and manipulation; citation (FC) [6, pp. 221-237]. While V. B. Gudkov expands the functional potential of precedents and adds expressive, evaluative and password functions [3, pp. 157-158]. Thus, responding to the password named by the author, the reader or I. S. Vorontsova¹³¹ Vol. 7. No. 2 listener becomes "one of ours". O. A. Vorozhtsova also introduces pragmatic, cognitive, communicative and aesthetic functions into the functional toolkit of precedents [2, pp. 62-65].

Today, one of the most important functions of the PF in media discourse is emotive-persuasive. Precedent units act as an effective tool for implementing the strategy of hidden influence, transmitting the pragmatic attitudes of the author. Upon receiving a message loaded with additional nuances of meaning, the addressee makes an intuitive assessment of the event, due to which the perlocutionary effect of speech influence is achieved. G.A. Kopnina distinguishes two types of manipulation - manipulation of images and conventional. When manipulating images, precedent phenomena affect the imagination of the addressee, activating in his consciousness archetypes relevant to precedent phenomena. Conventional manipulation is carried out on the basis of "conventional force" - the use of tactics of stereotyping speech behavior [7]. O.L. Mikhaleva defines three basic strategies of speech manipulation: a strategy



of lowering (implicit expression of a negative evaluative judgment, accusation or denunciation), a strategy of increasing and a strategy of neutrality (use of tactics of incitement, information and forecasting) [9].

Based on the functional potential of strategies, O.S. Issers divides them into basic (semantic, cognitive) and auxiliary (pragmatic, dialogic and rhetorical) or communicative-situational [5]. The purpose of the former is to influence the value system and world model of the addressee, as well as his emotional and intellectual behavior to implement the tactics of discrediting and subordination. The second group of strategies is aimed at effective dialogic interaction with the addressee and the formation of the necessary image, emotional mood and is used as a rhetorical device to attract the attention of the addressee. Let us consider the use of PF from the point of view of their linguocultural nature and functional potential using the material of the Spanish publications *El Mundo*, *El País* and *La Razón*.

CONCLUSION. Precedent phenomena in the form of allusions to works of world literature are often used by journalists as a rhetorical device to create the necessary emotional state and attract the reader's attention. Performing nominative and referential functions, PF introduce certain plots and typical situations into the media text, and also convey implicit meanings of the content of the donor text, the wide popularity of which ensures the achievement of the necessary emotional background in the recipient. Thus, when describing the crisis in Spain in connection with the pandemic, the author not only metaphorically refers to the work of G. Marquez, but also carries out a conceptual inclusion in the text of the image of hell from Dante's *Divine Comedy*: (1) *Pusilanimidad y magnanimidad en los tiempos del cólera. Por primera vez desde 1945, Europa afronta un momento que nos denirá a todos (El País 13.03.2020).* – “Cowardice and generosity in times of plague. For the first time since 1945, Europe is going through a difficult period that will show what each of us is really worth”. In the text of the article, the author, developing his ideas, actualizes the precedent situation by using a precedent name and statement: (2) *Desde lejos, Dante nos señala otro grupo (...) son el primer grupo de almas que el poeta encuentra nada más cruzar la famosa puerta del invierno “Lasciate* “From ancient times, Dante points us to another group (...): their souls are the first that the poet meets at the entrance to the famous gates of hell with the inscription “Abandon hope, all ye who enter here.” In the media discourse, a model has been established for Spanish journalists to nominate a particular criminal case by the name of the main defendant, which allows the author to implement a cognitive strategy aimed at discrediting.

REFERENCES:

1. Askoldov S. A. Concept and word / S. A. Askoldov // Russian literature. From the theory of literature to text structure: An Anthology. - M.: Academia, 1997. - P.267–279.
2. Astakhova Y. Color designations in the Russian language picture of the world: dis. ...cand. Phil. Sciences: 10.02.01 / Astakhova Yana Alekseevna. - Moscow, 2014. - 234 p.
3. Wierzbicka A. Color designations and universals of visual perception / Anna Wierzbicka // Language. Culture. Cognition / Anna Wierzbicka. - M.: Russian dictionaries, 1996. - P.231–290.
4. Kornilov O. A. Language pictures of the world as derivatives of national mentalities / O. A. Kornilov. 2nd ed., corrected. and additional. Moscow: CheRo, 2003. - 349 p.
5. Kubryakova E. S. Concept / E. S. Kubryakova, V. Z. Demyankov, Yu. G. Pankrats, L. G. Luzina. Brief dictionary of cognitive terms. - Moscow: Publishing house of Moscow University, 1996. - 248 p.



6. Анорбоева С. А. Формирование переводческой компетентности (на примере: бакалавриат и магистратура) //Oriental renaissance: Innovative, educational, natural and social sciences. – 2023. – Т. 3. – №. 2. – С. 337-348.
7. Анорбоева С. А. СИСТЕМА ПОДГОТОВКИ ПЕРЕВОДЧИКОВ В ВУЗАХ УЗБЕКИСТАНА И СОВРЕМЕННАЯ МОДЕЛЬ ПРОФЕССИОНАЛЬНОЙ КОМПЕТЕНЦИИ ПЕРЕВОДЧИКА //Oriental renaissance: Innovative, educational, natural and social sciences. – 2024. – Т. 4. – №. 4. – С. 11-22.
8. АНОРБОВЕВА, С. (2024). SYSTEMS OF TRANSLATOR TRAINING IN UZBEKISTAN UNIVERSITIES AND A MODERN MODEL OF PROFESSIONAL COMPETENCE OF A TRANSLATOR. *News of the NUUz*, 1(1.10), 63-66.
<https://doi.org/10.69617/nuuz.v1i1.10.4534>