

# Linguopragmatic Research Of Craft Discourse

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## Hunarmandchilik Diskursining Lingvopragmatik Tadqiqi

Qo‘qon davlat pedagogika instituti ingliz tili va adabiyoti kafedrasining tayanch doktoranti

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**Annotation:** This article focuses on the linguopragmatic study of handicraft discourse. It examines communicative situations related to handicraft activities, the interaction between craftspeople, and the pragmatic strategies employed in presenting and selling their products. The study analyzes the specific pragmatic features of handicraft discourse, including speech acts, implicatures, politeness strategies, and discourse markers. The article discusses the socio-cultural context of handicraft discourse, its communicative goals, and its role in the relationships between craftspeople.

**Keywords:** handicraft discourse, linguopragmatics, pragmatic analysis, speech acts, implicature, politeness, discourse markers, communicative strategies.

**Annotatsiya:** Mazkur maqola hunarmandchilik diskursini lingvopragmatik jihatdan tadqiq etishga bag‘ishlangan. Unda hunarmandchilik faoliyati bilan bog‘liq kommunikativ vaziyatlar, hunarmandlarning o‘zaro muloqoti, o‘z mahsulotlarini taqdim etish va sotish jarayonlaridagi pragmatik strategiyalari o‘rganiladi. Tadqiqot davomida hunarmandchilik diskursining o‘ziga xos pragmatik xususiyatlari, nutqiy aktlar, implikaturalar, polites strategiyalari va diskurs markerlari tahlil qilinadi. Maqolada hunarmandchilik diskursining ijtimoiy-madaniy konteksti, uning kommunikativ maqsadlari va hunarmandlarning o‘zaro munosabatlaridagi roli muhokama qilinadi.

**Kalit so‘zlar:** hunarmandchilik diskursi, lingvopragmatika, pragmatik tahlil, nutqiy aktlar, implikatura, polites, diskurs markerlari, kommunikativ strategiyalar.

### Introduction

Craftsmanship has long been an important part of human culture. It is not only the process of creating material objects, but also a socio-cultural activity that includes certain knowledge, skills and traditions. During the craft activity, complex communicative relationships are formed between craftsmen, as well as between craftsmen and their customers. These relationships create a specific discourse, in which pragmatic factors play an important role.

Since linguopragmatics studies the use of language in a communicative context, the study of craft discourse allows us to determine what linguistic means craftsmen use to achieve their goals, establish relationships and effectively present their products. The analysis of pragmatic phenomena such as the use of speech acts in craft discourse, the emergence of implicatures, the manifestation of politeness strategies and the functions of discourse markers reveals the specific features of this discourse.

This article is devoted to the study of craft discourse from a linguopragmatic perspective. The aim is to identify and analyze pragmatic strategies that are manifested in communicative situations related to craft activities. The results of the study serve to further understand the communicative goals of craft discourse, its socio-cultural context, and its role in the relationships between craftsmen.

### Literature review:

This study is devoted to the study of craft discourse from a linguopragmatic perspective and includes an analysis of the existing scientific literature in this area. Since linguopragmatics studies the use of language in a communicative context, the theoretical foundations of pragmatic analysis, methods of discourse analysis, and literature on the phenomenon of craftsmanship are of great importance for the study of craft discourse.

The main concepts and theories of pragmatic analysis are based on such fundamental works as J. Austin's speech act theory [Austin, 1962], P. Grice's cooperation principle and implicature theory [Grice, 1975], P.

Brown and S. Levinson's politesse theory [Brown & Levinson, 1987]. These theories create the necessary theoretical framework for understanding the intentions of participants in the communication process, the role of context, the effectiveness of communication, and the influence of social relations on language.

Various areas of discourse analysis, including pragmatic discourse analysis [Leech, 1983; Thomas, 1995] and sociocultural discourse analysis [Gee, 2014], allow us to study the discourse of crafts in conjunction with its social and cultural context. In this, aspects such as the interaction of craftsmen, their relationships in the professional community, and the reflection of craft traditions in discourse are analyzed.

Literature on ethnolinguistics, sociolinguistics and cultural studies plays an important role in studying the specific features of the phenomenon of craftsmanship. Research in this area is aimed at studying the historical development of craftsmanship, its place in culture, the social status of craftsmen, professional lexicon and terminology, proverbs, idioms and other folklore genres related to craftsmanship.

Within the framework of linguopragmatics, there are a number of works devoted to the study of professional discourses [Bhatia, 1993; Swales, 1990]. These studies analyze the communicative strategies of various professions, their speech genres and pragmatic features. Craft discourse can also be a separate object of study as a specific professional discourse.

Special works devoted to the linguopragmatic analysis of craft discourse are rare in foreign and domestic linguistics. However, specific pragmatic aspects related to craft activities, such as advertising discourse, speeches of craftsmen presenting their products, and communication at craft fairs, may have been partially covered in various studies.

The analysis of this literature creates the theoretical and methodological foundations necessary for studying craft discourse from a linguopragmatic perspective and serves to systematize existing knowledge in this area. During the study, the concepts and methods described in this literature are used to reveal the specific pragmatic features of craft discourse.

### **Methodology**

This study aims to analyze craft discourse from a linguopragmatic perspective, using the following methodological approaches and methods:

1. Discourse analysis: Texts of various genres related to craft activities (interviews, stories of craftsmen, advertising materials, dialogues at craft fairs, social networks of craftsmen) were used as research material. correspondences in etc.) are selected. Discourse analysis helps to determine the contextual use, communicative purposes and pragmatic features of texts.

2. Pragmatic analysis:

o Speech act analysis: Speech acts used in craft discourse (request, command, promise, recommendation, praise, description, etc.) are analyzed based on the speech act theory of J. Austin and J. Searle. The illocutionary force and perlocutionary effect of each speech act are studied.

o Implicature analysis: Implicatures (conventional and conversational) that occur in craft discourse are identified and interpreted based on P. Grice's principle of cooperation and implicature theory. The methods of craftsmen expressing indirect meanings are studied.

o Analysis of politeness strategies: Within the framework of P. Brown and S. Levinson's politeness theory, politeness strategies (positive and negative politeness) used in craft discourse are identified and analyzed. Craftsmen's strategies for saving face in interpersonal relationships and communication with customers are studied.

o Analysis of discourse markers: Discourse markers used in craft discourse (e.g., "well," "so," "you know," "actually," etc.) are analyzed in terms of their functions in organizing discourse, ensuring cohesion, and expressing pragmatic meanings.

3. Linguistic observation: Craftsmen's speech about their professional activities, their communication with each other, and their participation in craft-related activities are studied through linguistic observation.

4. Content analysis: The extent to which pragmatic aspects of craft are repeated and reflected in selected texts is studied using the method of content analysis.

These methodological approaches and methods allow for a comprehensive analysis of the pragmatic features of the craft discourse, the identification of the communicative strategies of craftsmen, and the understanding of the socio-cultural context of this discourse.

### **Results:**

- The most frequently used speech acts in the craft discourse are identified (for example, praising, describing, advising, suggesting). Their communicative purposes and contexts of use are analyzed.
- The specific features of the implicatures that arise in the communication of craftsmen and in their relations with customers are identified (for example, indirect meanings referring to the quality, price of the product, or the skill of the craftsman).
- The forms of manifestation of politeness strategies in the craft discourse (for example, expressing a positive attitude, expressing an opinion more gently, preparing before entering into communication) and their role in establishing social relations are studied.
- Discourse markers widely used in craft discourse (e.g., "here," "now," "I mean," "good") and their functions in organizing discourse, indicating the connection between ideas, and conveying pragmatic meanings are analyzed.
- The specifics of pragmatic features in the discourses of different craft sectors (e.g., pottery, weaving, jewelry) are analyzed comparatively.
- How the sociocultural context of craft discourse (e.g., traditions, master-apprentice relationships, market relations) influences the formation of pragmatic features is studied.

### Discussion

This study provides a new perspective on communicative processes in this sector by studying the linguopragmatic aspects of craft discourse. The specific use of speech acts, implicature, politeness strategies, and discourse markers identified during the study reflect various aspects of the craftsmen's interactions, communication with customers, and professional activities.

Speech act analysis helps to determine what goals craftsmen most often pursue in their communication (for example, providing information, asking for advice, describing a product, and agreeing on a price). Implicature analysis reveals how craftsmen indirectly express their thoughts and what additional meanings are created through this.

The use of politeness strategies shows the communicative behavior of craftsmen aimed at maintaining social relationships, showing respect, and preventing conflicts. Discourse markers, on the other hand, demonstrate their important role in ensuring the fluency of communication, the connection between thoughts, and the clarity of pragmatic meanings.

A comparative analysis of pragmatic features in the discourse of different craft sectors can show that each sector has its own communicative culture, professional jargon, and communication styles. It is also clear that the socio-cultural context of craft discourse (traditions, master-apprentice relations, market economy) has a significant impact on the formation of pragmatic features. andi.

The results of this study can provide valuable information not only in the field of linguistics, but also for disciplines such as ethnography, sociology, and cultural studies. By studying the discourse of craftsmanship in depth, new knowledge can be obtained about the communicative aspects of this ancient profession, its development trends, and its place in modern society.

In the future, a more in-depth linguopragmatic analysis of various genres of craftsmanship discourse (for example, communication in the workshop, trade at the fair, communication on online platforms), as well as a comparison of cross-cultural craftsmanship discourses, may be promising research directions.

### Conclusion

This study was able to reveal the communicative aspects of this ancient and important socio-cultural phenomenon by analyzing the discourse of craftsmanship from a linguopragmatic perspective. During the study, speech acts, implicatures, politeness strategies and discourse markers widely used in craft discourse were identified, and their communicative purposes, role in the social context and specific features were analyzed.

The results revealed that craft discourse is complex and multifaceted. It was found that craftsmen skillfully use a rich set of pragmatic tools not only to convey knowledge and skills related to their professional activities, but also to establish relationships, effectively communicate with customers and successfully present their products.

The study also showed the differentiation of pragmatic features in the discourse of different craft sectors, which confirms the existence of specific communicative traditions and professional communication methods

of each sector. It was found that the socio-cultural context of craft discourse has a significant impact on the formation of its pragmatic features.

The results of this study are of theoretical and practical importance for linguistics, in particular, for the fields of linguopragmatics and discourse analysis. This work can also serve to further understand the communicative aspects of craftsmanship, develop the professional communication skills of craftsmen, and preserve and promote craftsmanship traditions.

In the future, it is recommended to study other aspects of craftsmanship discourse, such as its cognitive and sociolinguistic aspects, as well as conduct a comparative analysis of craftsmanship discourses in different languages.

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