

**“THE SCIENTIFIC SIGNIFICANCE OF STUDYING IMPERATIVE PROVERBS
FROM A PRAGMATIC-DISCURSIVE PERSPECTIVE.”**

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ANNOTATION: This article examines the pragma-discursive characteristics of folk proverbs with imperative meaning and highlights the scientific significance of their study. The research analyzes the role of the concepts of pragmatics and discourse in linguistics, as well as their functional potential in the process of speech communication. The study identifies the role of proverbs in communicative discourse, particularly their functions in achieving the speaker’s communicative goals, influencing the listener, regulating social relations, and mitigating conflicts.

It is substantiated that imperative proverbs, based on folk wisdom and generally accepted norms, function in speech as reliable evidence, arguments, and indisputable axiomatic units that are not subject to debate.

Key words: imperative proverbs, pragmatics, discourse, pragma-discursive analysis, folk wisdom, communicative impact, speech strategy, argumentativeness

In linguistics, the term “pragmatics” originates from the Greek words *pragma* and *pragmatos*, meaning “action” or “activity.” This field is also interpreted as a branch of semiotics and linguistics that studies the functioning of linguistic signs in speech. Accordingly, pragmatics can be defined as a discipline that examines the relationship between a system of signs and the subjects who acquire and use this system.

The introduction of pragmatics into Uzbek linguistics can be associated with the name of linguist Sh. Safarov. Emphasizing that pragmatics is an independent branch of linguistics, the scholar notes that it investigates issues such as the selection and use of linguistic units in the process of communication, as well as the impact of these units on the participants of communication.

The pragmatic approach represents one direction of linguistic research aimed at studying the relationship between language and the individual. Through this approach, it becomes possible to reveal the characteristics of linguistic units in human activity and to understand how individuals achieve specific goals through language.

Discourse, in turn, is a field of linguistics concerned with the study of speech-related phenomena. Today, discourse analysis has become one of the central directions of linguistic research. As an academic field, discourse analysis has been studied for more than half a century. Through this type of analysis, sociopragmatic relationships between language and individuals within society are examined and interpreted.

Although the phenomena of discourse and text are closely related, researchers strive to identify their distinctive features. Discourse is characterized as a dynamic phenomenon that unfolds within a certain time frame, whereas a text is described as a static phenomenon, a product of linguistic activity.

Discourse, like other types of linguistic units, is formed in accordance with rules specific to a particular language. Therefore, at the initial stage of discourse analysis, issues related to the selection of linguistic units that ensure its structural organization are examined. In subsequent stages, attention is directed toward identifying the cognitive-pragmatic factors that determine the comprehension and essence of discourse.



The concept of “communication” encompasses both spoken and written speech. “Discourse” differs from its structural component, the “sentence,” in terms of function, structure, and activity. It is evident that the concept of discourse is broad in scope and does not have a single, fixed definition.

Through discourse analysis, the study of folk proverbs makes it possible to understand which social and cultural structures, values, and norms are expressed through language. This aspect, in turn, serves as an important tool for examining social influence, identity construction, and gender roles in language and communication.

In general, the discursive analysis of proverbs allows for a deeper understanding of the role and influence of language in society. According to scholarly research, the use of proverbs in communicative discourse can function as a figurative device that captures the listener’s attention and renders speech more vivid, persuasive, and aesthetically refined. Moreover, the active use of proverbs in discourse may also fulfill an argumentative function due to their axiomatic nature. In this way, the speaker may inspire trust in the interlocutor or help resolve certain disagreements and conflicts.

In fact, the use of proverbs as evidence in discourse is one of the most widespread communicative practices. Since proverbs are activated as an “aura” of collective folk wisdom, they can be regarded as a non-debatable form of speech. In this way, proverbs are introduced into discourse as arguments, while the manner and purpose of referring to them—or refraining from doing so—remain optional.

The value and significance of proverbs can be determined by the extent to which they are employed in human speech. Proverbs are used in various communicative contexts and, in addition to expressing the speaker’s attitude toward a particular situation, they may also implicitly indicate the speaker’s hidden communicative intentions.

Thus, proverbs do not emerge in the communicative process as individually constructed instructions or as a collection of personal opinions; rather, they are perceived as universally acknowledged, reliable rules and authoritative sources. From this perspective, proverbs are characterized by their ability to reduce the speaker’s responsibility and relieve them of direct accountability, which in turn enables them to prevent unexpected disagreements and conflicts between participants in communication.

Proverbs constitute a set of figurative expressions formed on the basis of folk philosophy and wisdom. Typically, disputes between interlocutors regarding their meaning or characteristics are rarely observed. Therefore, the use of proverbs as factual evidence in communicative discourse is considered both effective and widespread. From this standpoint, it can be observed that proverbs are actively employed as a means of implicitly achieving specific communicative goals, such as resolving conflicts, expressing objections, or defending one’s position, depending on the speech situation. Consider the following example:

“The unruly horses fell to the ground and were led away. Brothers, if you mount a horse—think of your head; if you dismount—think of your horse.”

(T. Murod, “The Evening When the Horse Neighed”)

It is evident that proverbs derive their validity from collective experience that embodies wisdom, which is why they are relied upon as one of the most trustworthy means of argumentation in discourse. In general, proverbs encapsulate the fundamental values of society and the universally accepted norms of human behavior. Conducting everyday communication based on folk-based shared viewpoints contributes to a positive psychological impact on the interlocutor and the communicative environment, thereby facilitating smoother and more harmonious interaction.



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