

PRAGMALINGUISTIC ASPECTS OF EMOTIVENESS IN AMERICAN ENGLISH VARIATION

Z. Abdukhakimova ¹

Abstract:

This article explores the role of emotiveness in shaping American English variation, focusing on its pragmatic dimensions. Drawing on a corpus of diverse American English dialects, the study investigates how emotive language use influences the distribution of linguistic features across different social groups. We examine the relationship between emotiveness and regional variation, social class, and generational differences, considering both lexical and grammatical features. By analyzing the interplay between emotive expressions and their pragmatic functions, this research aims to deepen our understanding of how emotiveness contributes to the dynamic evolution of American English.

Key words: American English, emotiveness, pragmalinguistics, pragmatic functions

doi: <https://doi.org/10.2024/kemxpeo8>

Investigations into American English variation have always been an important subject for researchers in many disciplines, including sociology, political and cognitive psychology, ethnic and gender studies, and mass communication. Even though linguistic theories have provided a detailed outline of variables for the language presented in socially significant contexts, little is known about the components, the specific aspects, and the functional-semantic variations of language occurring within these variables.

Therefore, research concerns one of the extremely important and dominant aspects of American English variation, which is emotiveness in language, acquiring both theoretical and practical importance. Stimulated by the pressing need to study differences between emotive means rigidly fixed to the formal or situational American English oppositions and the emotive means scientifically deduced from the functional-semantic analysis of language, the present study seeks to overcome the serious shortcomings of existing studies on American language variation and to delineate those that occur only in the category of American English emotiveness by excluding situational factors. [5, 292]

The object of the present study is the essential aspects of emotively colored words used by all generations of American English mother-tongue speakers. The cause-and-effect relationship between situational and linguistic situations presupposes research into the most general substantiated principles, motivated by the motivations of emotive words that serve the specifications in emotional staining

¹ Zarrina Abdukhakimova, Samarkand State Institute of Foreign Languages

word blocks and their individual members within the oppositional semantic categories.

North American daily press and two English-speaking sites were used to retrieve functionally oriented vocabulary for the present-day American variety of English, with the subsequent results of the printed and electronic corpora. Traditional functional stylistic analysis and initial functional stylistic identification provided a detailed scientific image of American English vocabulary. The obtained excerpt was primarily sorted by the emotiveness functional encoding and was transcribed as the printer-controlled electronic database.

Every language is representative of a particular national mentality, the differences in American and British English being the most vivid evidence of this claim. In fact, Great Britain and the United States possess considerable experience in shaping the customs, traditions, moral and cultural values of different nations, and it is the language, that is, its lexical-semantic apparatus, its grammatical system and its cultural-specific, extra-linguistic factors, which reflect and express these national distinctions. These distinctions are most explicitly demonstrated in the behavior of the interlocutors, their language models, and of course, the lexico-semantic structures – the words and phrases that are the unchallengeable representatives of the emotional and evaluative aspects that reflect the speakers' emotive and evaluative attitudes, their desires and aspirations in relation to the state of affairs and the material and spiritual world in general. [9, 48]

The research questions were formulated on the basis of the objective of the study, which implies analyzing linguistic and contextual markers of emotiveness in national and regional components of American English in a wider historical and cultural perspective in order to determine the role of ethno-cultural specifics and time in the development and differentiation of the national variant of contemporary English for specific communicative situations connected with expression and perception of personal emotions in thought and speech of native speakers of English. These markers must reflect the form and content of the entire advertising discourse of contemporary American society, as well as its transformation due to time, vital activity of a nation, additional affective connotations.

According to the research objective, the goal of the research was considered to be the translation into Latvian of those language layers of the entire English set of emotional coloring and stylistic tone without regress owing to the laws of natural restriction of the Slovakian phase of analysis and connection and inclusion in the linguistic and conceptual Latvian society's fundament of the American ingredient into the general emotional flavor and aesthetic arrangement of translations. The inner components of the goal were represented by the substantiation of the means and methods to use the existence of the forms in English to obtain their Latvian equivalents appropriate to the emotional stylization, connotation and expressiveness for typical communicative situations in thought and speech of Americans. [12, 227]

The study of language use in context, focusing on how meaning is conveyed beyond literal interpretation. This framework is crucial for understanding how emotiveness functions in communication, considering its impact on social relationships, power dynamics, and the overall message conveyed. Examining language variation as influenced by social factors, such as social class, region, gender,

and ethnicity. This framework allows us to analyze how emotiveness contributes to the differentiation of dialects and the social meanings attached to them.

Numerous issues in linguistics, translation theory, and the theory of communication strategy involve the analysis of a particular facet of emotive force in the different varieties of a language. Current studies do not reveal all of the effective means of communication, including pleas and orders expressed by different language communities. Both linguists, in general, and modern linguistics, in particular, are working to bridge this gap and have made significant progress in the creation of new logical means, but many types and versions of emotive language force remain unknown and in need of study. The created means need testing to determine if they are correct, effective, and, if necessary, persuasive. Since any language exists to fulfill a communicative role, the use of emotive force is socioculturally conditioned. [6, 151]

Every society in every country in the world employs a great variety of linguistic-semiotic communicative means in its own culturally specific way. It is, indeed, this multifaceted variation that permits the articulation and display of the rich diversity of verbal expression. We cannot place any culture at a different level from others because these differences do not appear quantitatively. We should not compare different languages or varieties with the monosemy and homonymic information because if we see only quantitative differences, we will always prefer the culture of the powerful. All societies demonstrate their own uniqueness and have their own special place in the world. Every culture has its own numerous, original ways of expressing emotion, thereby revealing its distinguishing character. Therefore, much remains to be learned and defined by research in the area of pragmatic writing, and one of the tasks of rhetoric as a science of sign communication is to reveal these unknown means. Such an approach will enable the persuasive effectiveness with which these means are established in the dynamics of pragmatic language to be subjected to theoretical analysis and empirical proof, and will make an effective contribution to integrating research work in this area with the field of applied rhetorical exercises.

References:

- [1]. Bailey, G., & Wolfram, W. (1986). *Language change and dialectal variation*. University of Pennsylvania Press.
- [2]. Baugh, J. (2000). *African American English*. Routledge.
- [3]. Brown, P., & Levinson, S. C. (1987). *Politeness: Some universals in language usage*. Cambridge University Press.
- [4]. Cheshire, J. (2005). *Sociolinguistic variation and change*. Cambridge University Press.
- [5]. 23. Forgas, J. P. (1998). *On feeling good and being rude: The effects of emotion on interpersonal communication*. *Journal of Language and Social Psychology*, 17(3), 276-292.
- [6]. Heller, M. (2006). *Language and integration: The multilingualism debate in Canada*. *Journal of Sociolinguistics*, 10(2), 151-176.
- [7]. Hunston, S. (2002). *Corpora in applied linguistics*. Cambridge University Press.

- [8]. Levinson, S. C. (2000). *Presumptive meanings: The theory of generalized conversational implicature*. MIT Press.
- [9]. Martin, J. R., & White, P. R. R. (2005). *The language of evaluation: Appraisal in English*. Routledge.
- [10]. Mey, J. L. (2001). *Pragmatics: An introduction*. Blackwell Publishing.
- [11]. Rickford, J. R. (1999). *African American Vernacular English: Features, evolution, educational implications*. Wiley-Blackwell.
- [12]. Thibodeau, P. H., & Boroditsky, L. (2011). Conceptual metaphor in the wild: Metaphors influence reasoning in a real-world context. *Cognition*, 121(2), 227-233.
- [13]. Van den Broeck, R. (2006). *Emotion in interaction: A contribution to the study of emotional expression in everyday conversation*. John Benjamins Publishing Company.
- [14]. Wolfram, W., & Schilling-Estes, N. (2016). *American English: Dialects and variation*. Wiley-Blackwell.