

*Shokirova Shahnoza**researcher of Andijan branch of Kokand university.***COGNITIVE AND MOTIVATIONAL ASPECTS OF THE "PLEASE" SPEECH ACT**

Please the act of speech attracts attention in linguistics with the interrelationships of various aspects – lexicographic, semantic, structural, pragmatic, communicative and others.

In the dictionary, the word please is described as follows: a request for satisfaction of a provision, purpose, desire, appeal. The dictionary also distinguishes semantic differences inherent in synonyms of the word supplication. In the word supplication, the interrogative expression reaches as far as begging, mainly used in publicistic and artistic styles. The word woodpecker has a low self-esteem interpretation. The word Zor expresses a bubble of concern for deprivation. The word Annunciation is outdated, has a bookmark.

A. Hajiyev's "Explanatory Dictionary of synonyms of the Uzbek language" (t.: "Teacher" publishing house, 1974; Sh. Rahmatullayev.) is the first dictionary of synonyms in the Uzbek language. In the dictionary, the word please is defined as follows: a desire is an appeal to the satisfaction of a goal. The dictionary also distinguishes semantic differences inherent in synonyms of the word please. For example, in the word of supplication there is an o'tinch of yelling-begging. In the word hearth there is a forgiveness ottenka. Tavallo is considered an obsolete word and is used extensively, mainly in fiction, in the biblical style.

One of the founders of Uzbek pragmalinguistics Sh. Safarov please gives the following examples of the speech act. The dictionary "English Speech Act Verbs: a Semantic Dictionary" (Wierzbicka 1987), by the pen of the famous semasiologist and pragmalinguist Anna Vejbitska, describes the syntactic, semantic and pragmatic properties of about 270 high-frequency English verbs. In order to systematize the description, The author divides these verbs into 37 groups, and the meaning content of each verb that belongs to these groups is explained. And as a method of interpretation, speech structures, sentences are brought, which ensure the manifestation of one or another fragment of meaning. For example, to interpret the nature of the ask verb to express the Please speech action, the following line of sentences is cited:

I say: I want you to do X.

I think of it as something that will be good for me.

I don't know whether you will do it.

I say this because I want to cause you to do it.

The act of speech Please was studied cognitively as F. de Saussure, I.A. Boduen de Courtene, L.V. Scherba, L.P. Yakubinsky, V.V. Vinogradov, M Buzrukova, Sh. Safarov, A. Nurmonov, M. Hakimov and noted that language and speech are related to psychological and social factors: "if we take into account the inextricable connection between language (speech) and thinking, we must include a cognitive component in speech communication, which includes information, knowledge and ideas of speech. Topics about the world around us, people, communication, language, society, culture".

The speech act "please" encompasses various cognitive and motivational aspects that influence communication and social interactions. Here's a breakdown of these components:

Cognitive Aspects**1. Understanding Politeness:**

- The use of "please" reflects a cognitive understanding of social norms and expectations surrounding politeness. Speakers must recognize when and how to employ this term based on context, audience, and cultural background.

2. Social Cognition:

- Effective use of "please" requires an awareness of the listener's perspective. This involves empathy and the ability to anticipate how requests may be received, which is crucial in maintaining harmonious relationships.

3. Language Processing:

- The brain processes the word "please" as part of a larger communicative intent. This involves integrating semantic meaning (the request) with pragmatic meaning (the social implications), which can influence how messages are interpreted.

4. Contextual Awareness:

- Cognitive flexibility allows speakers to adapt their language based on situational factors, such as formality, familiarity, and urgency. The placement of "please" can change the tone and perceived intensity of a request.

Motivational Aspects

1. Desire for Cooperation:

- The use of "please" often stems from a motivation to foster cooperation and collaboration. It signals a willingness to engage in mutual respect and understanding, encouraging positive interactions.

2. Conflict Avoidance:

- Motivationally, speakers may use "please" to mitigate potential conflicts or resistance. By softening requests, they aim to reduce the likelihood of negative responses or feelings of obligation.

3. Building Rapport:

- The act of saying "please" can be motivated by a desire to build rapport and establish a friendly atmosphere. It helps create a sense of goodwill, making the interaction more pleasant for both parties.

4. Expressing Gratitude:

- In some contexts, "please" can also reflect a motivational aspect of gratitude or acknowledgment. It conveys appreciation for the listener's time and effort, enhancing relational dynamics.

Cultural Considerations

- Different cultures have varying norms regarding the use of "please." In some societies, its frequent use is expected, while in others, it may be less common or used differently. Understanding these cultural nuances is essential for effective communication and can influence both cognitive processing and motivational intent.

Overall, the cognitive and motivational aspects of the speech act "please" highlight its significance in facilitating effective communication. By understanding these dimensions, speakers can navigate social interactions more adeptly, enhancing their ability to connect with others and achieve their communicative goals.

The cognitive and motivational aspects of the speech act "please" play a crucial role in shaping effective communication and social interactions. Cognitively, the use of "please" involves an understanding of social norms, empathy towards the listener, and the ability to adapt language based on context. This cognitive processing ensures that requests are framed appropriately, enhancing clarity and understanding.

Motivationally, the inclusion of "please" reflects a desire for cooperation, conflict avoidance, and rapport-building. It conveys respect and appreciation, fostering positive relationships between speakers and listeners. Together, these aspects underscore the importance of "please" as not just a linguistic tool but as a means of navigating social dynamics and promoting harmonious interactions. Understanding these dimensions allows individuals to communicate more effectively and empathetically in diverse contexts.

The cognitive aspects of the speech act "please" involve several layers of understanding. Firstly, it requires the speaker to recognize the social context and the relationship dynamics at play. This

includes gauging the power dynamics between the speaker and listener, as well as understanding cultural norms surrounding politeness. The cognitive processing also involves anticipating the listener's reactions and adjusting language accordingly to maximize the likelihood of compliance.

On the motivational side, using "please" is often driven by an intrinsic desire to maintain social harmony and foster goodwill. It reflects an awareness of the listener's feelings and a commitment to mutual respect. By incorporating "please," speakers signal their intention to engage collaboratively rather than commandingly, which can lead to more positive outcomes in communication. This motivation is not just about achieving a specific request but also about nurturing relationships and building trust over time.

In conclusion, the interplay between cognitive understanding and motivational intent in using "please" highlights its significance beyond mere politeness. It serves as a vital tool for effective communication, enabling individuals to navigate social complexities with empathy and respect. Recognizing these dimensions can enhance interpersonal skills and contribute to more meaningful interactions across various contexts.

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