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PRAGMATIC ASPECTS OF POLITICAL COMMUNICATION

Abstract: This article examines the role of presupposition in the formation of political communication pragmatics. It highlights that political discourse is shaped by the conditions set by participants, where the speaker's primary aim is to persuade the audience. The use of pragmatic presuppositions allows speakers to subtly influence listeners without explicitly stating certain information. The study explores how hidden meanings in political speeches are linked to the speaker's stance and how listeners interpret them based on their psychological state. An example from British Prime Minister Tony Blair's 2002 speech on Northern Ireland illustrates the practical use of presupposition in political rhetoric. The article concludes that presuppositions play a significant role in shaping audience perception in political communication.

Keywords: Political communication, presupposition, pragmatics, discourse, persuasion, speaker, audience, hidden meanings, interpretation, psychological state, rhetoric, Tony Blair, political speech, pragmatics in politics.

Introduction. Language is very important in human life. Therefore, without language, people could not understand each other, understand the reality, the teachings of the world, and acquire the potential of mutual thinking. The fact that language is a means of communication is its primary function. The main part of any language is occupied by a person, and communication-intervention consists of the relationship between the addresser and the addressee. The speaker and the listener communicate and exchange ideas together with their common knowledge of the world around them and their language skills. In the process of speech communication, communicants having a common source of knowledge ensures that directly expressed information is understandable for the speakers [7,178]. Communicative purpose is the main component of pragmatic analysis. The useful or useless result of the goal is closely related to the speaker's ability to use the language, speech acts, as well as the expressive-stylistic and figurative possibilities of the language, as well as the skill of choosing non-verbal aids. The speech situation plays an important role in the realization of the communicative goal. In order to achieve the communicative goal, the speaker should structure his words in such a way that the message that is most important to him should come first. Accordingly, the interlocutor of the speaker will return the expected answer, that is, he will be able to convey the meaning of his words to him [6,193].

Methodology. The word pragmatics is derived from the Greek word "pragma" which means "work" or "action". Since language is in motion during communication, pragmatics is aimed at studying the situations that occur during speech communication. Pragmatics is one of the important branches of linguistics, which studies language signs and their function in speech. Linguistics and pragmatics do not have clear boundaries. This field studies the interdependence and relationship between the speaker and the listener during the speech process.

When listening to information, the listener forms a certain attitude towards it, this attitude is called pragmatic attitude. This relationship can have different characteristics. Sometimes the information may not be interesting or relevant to the listener. In other cases, the information has a strong emotional impact on the listener and prompts him to make certain decisions. Such

impressiveness of the text or the communicative effect it evokes in the recipient is called the pragmatic potential of the text [4,123].

The pragmatic potential of the text is created through lexical, syntactic and stylistic means specially selected by the author. The speaker or creator chooses language tools that convey information more effectively in order to achieve his communicative goal. Therefore, such texts have a certain communicative effect on the listener. The pragmatic potential of the text is manifested through the content and form of information. The author increases the effectiveness of information by using these tools correctly and appropriately.

Discussion It is necessary to have various knowledge for effective communicative activity. These include linguistic knowledge, that is, knowledge about the language system and its structure, encyclopedic knowledge, that is, understanding the surrounding reality, and interactive knowledge, that is, the rules used in the process of social relations. The relationship between the speaker and the listener occurs during speech communication. The speech act requires the formation of the communication text, and the content is determined in the context of this communication.

Environment is an important factor for communication to occur. This environment has a social character and is related to the culture and social strata of the group. Group members should have common knowledge and know how to use the rules of communication in order to eliminate possible misunderstandings or ambiguities in the process of communication. In linguistic communication, the main condition is the correct understanding of the interlocutors [3,64].

Pragmatics studies speech communication in connection with various aspects of human activity. Each person's social experience, personal qualities or some shortcomings are also an integral part of the communication process. The main goal of any communication is to ensure correct understanding between the interlocutors. Pragmatics analyzes the effect of the given information on the listener in a specific situation. Thus, pragmatics is mainly focused on the study of language phenomena that occur during speech communication.

Results. Before studying the role of presupposition in the pragmatics of political communication, it is necessary to emphasize several important aspects. Political dialogue is often formed on the basis of predetermined conditions of the participants in the speech process. The main goal of the speaker is to convince the audience, which is his main pragmatic function. To achieve this goal, the speaker always uses pragmatically oriented presuppositions without revealing specific circumstances.

For example, British Prime Minister Tony Blair can be seen using elements of presupposition in his speech on the issue of Northern Ireland on October 18, 2002. The presentation of the information presented by the speaker in a hidden form is related to his position, and the listener derives from his individual mental state in the process of receiving or understanding this hidden information [8, 105].

Conclusion. In political communication, the speaker's primary objective is to persuade the audience by presenting information in a way that aligns with their goals. Pragmatic presuppositions serve as a subtle but powerful tool in achieving this aim. Rather than directly stating all the details, speakers use presuppositions to convey hidden meanings that can shape the listener's perception and understanding of the message. The speaker's stance and the listener's psychological state play a crucial role in how these presuppositions are interpreted.

The example of Tony Blair's 2002 speech on Northern Ireland demonstrates the practical application of presuppositions in political discourse. By strategically using presuppositions, political figures can influence public opinion without explicitly revealing their intentions. This method allows speakers to control the narrative while leaving room for the audience to interpret the message based on their own beliefs and experiences. Ultimately, presuppositions are a key element in political

communication that ensures the effectiveness of discourse by shaping audience perception and fostering engagement.

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