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From Text To Interaction: The Social Nature Of Discourse

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Abstract: The article examines discourse as a socially and culturally conditioned category of linguopragmatics, reflecting the active interaction of communication participants. The author emphasizes the social essence of discourse, its multifunctionality and contextuality, as well as the relationship between verbal and non-verbal means in the communication process. Special attention is paid to the analysis of advertising discourse as a type of socio-cultural interaction that includes social, psychological, linguistic, and civilizational aspects. It is shown that advertising is a powerful communicative-pragmatic tool aimed at shaping the audience's value orientations and behavioral reactions. The study reveals the role of the communicative-pragmatic situation and space influencing the processes of meaning generation and speech impact.

Keywords: Discourse, linguopragmatics, communication, advertising, socio-cultural aspect, verbal and non-verbal means, communicative-pragmatic situation, communicative-pragmatic space, anthropocentrism.

Introduction: In linguopragmatics, discourse is characterized as a category possessing a social nature, emphasizing interest in active linguistic communication. Discourse is social because every communicative situation implies interaction and exchange of data inherent to a specific social status. In connection with this significant condition, the study of text is carried out from the position of the current communicative situation (reasoning) as well as beyond its immediate

context.

Analysis of discourse from the perspective of its form shows that it exceeds a sentence in length, which means that it is equivalent to a text. A multifunctional characteristic feature of discourse is the contextual use of style. Moreover, the situational distinctive feature of discourse lies in the specific cultural, social, and pragmatic conditions corresponding to the extralinguistic aspects of its manifestation.

There exists a special clichéd variation of communication among peoples who may not understand each other but are obliged to interact in accordance with the generally accepted norms of the given society. Undoubtedly, each interaction carries a multidimensional form, emphasized to a certain degree of conventionality. The complete elimination of individuality transforms participants in institutional communication into mannequins. [5, p. 406]

However, at the same time, there is a subconsciously perceived boundary by the participants of communication, crossing which undermines the basic principles of existence of a given or another social institution.

According to N.F. Alefirenko, the ability of discourse to create new meaning that is not additive to the semantics of its linguistic elements is considered one of its main categorical features. The reasoning is based on components of previously performed discourses, which explains its meaning-generating ability. "The main condition for its development," emphasizes N.F. Alefirenko, "is the interdiscourse, but the functioning of discourse in relation to it is ensured by the intradiscourse. This leads to the weakening of individual content and the formation of subjectless discourse. On one hand, the subject is suppressed, and on the other, its functions are taken over by discourse as its own creation, forgetting about the existence of interdiscourse." [2, p. 46]

It is precisely the "human factor" in discourse that allows considering it as a cultural phenomenon, a linguocultural phenomenon, "in which linguistic means actualize the linguistic personality in the processuality of its own being." [2, p.46]

Since an advertisement represents a socio-cultural manifestation, the study of marketing discourse from sociolinguistic perspectives is fully justified. Thus, the development of advertising discourse is determined by:

social;

psychological;

linguistic;

advertising;

civilizational conditions of society.

The term "para-advertising discourse" refers to a type of social communication as a process of social and individual interaction, whose foundation is expressed by the verbal-visual imagery of the advertising object, conditioned by the cooperation of linguistic means in the form of a discourse-type advertisement.

Advertising texts include both verbal and non-verbal means.

Verbal means include phonetic, lexical, morphological, syntactic, and stylistic elements.

Non-verbal means of advertising communication include the transmission of meaning through various gestures, movements, facial expressions, etc. They provide for the visual perception of the consumer.

Prosodic means regulate loudness, tone, and speech tempo. For the purposeful effect on the audience, the method of the text's functional impact plays an important role.

Every advertisement, when promoting a product, appeals to the material, intellectual, and emotional components of values. The emotional component serves as the foundation and plays a major role. Through it arises a reaction affecting the awareness of objective conditions and the satisfaction of the need to acquire the advertised product. From the above, it can be concluded that advertising is a powerful charge of communicative-pragmatic information and constitutes a special area of linguistics. [4, p. 185]

Modern trends in the development of society have led to the emergence of new forms of discourse associated with digital technologies and globalization. Internet communication, social networks, and media platforms have given rise to a special type of discourse — digital discourse — which is characterized by a high degree of interactivity, multimodality, and hybridity. In it, the boundaries between verbal and non-verbal means are blurred, as image, sound, text, and gesture merge into a single communicative space.

Within digital discourse, a process of democratization of communication can be observed: each participant becomes not only a recipient but also an active producer of meanings. This strengthens the social function of language as a tool of self-presentation, identity, and influence. The virtual environment forms new communication strategies — conciseness, symbolism, and the use of emojis, memes, and visual codes that perform the functions of non-verbal markers and create a particular pragmatic coloring of communication.

Discourse in the digital space, while retaining its social nature, becomes a reflection of new forms of collective consciousness. It not only transmits the values and

attitudes of society but also actively shapes them, creating communicative models adapted to the conditions of global interaction. For example, advertising discourse on the Internet acquires an interactive character: the audience becomes involved in the process of content creation, participating in surveys, comments, and flash mobs. Such participation makes communication more effective, and the influence of advertising deeper.

It is important to emphasize that the digitalization of communication does not abolish traditional forms of interaction but rather expands them. It contributes to strengthening the anthropocentric approach, since the human being remains the central link in the processes of meaning creation and interpretation. Modern discourse is a dynamic space where culture, technology, and language intersect, forming new forms of sociocultural experience and speech behavior.

Thus, the study of discourse in the context of the digital era allows for a deeper understanding of the mechanisms of social adaptation of language and reveals new aspects of linguopragmatic influence, making this area one of the most promising in contemporary linguistics.

Communicative-pragmatic studies of advertising, forming part of the anthropocentric paradigm, are aimed at analyzing methods of using linguistic units in connection with various types of human activity. This is explained by the fact that through activity, a person exists biologically and develops psychologically, fills a certain niche in society, gains awareness of their place in the world, and enters a stage of transmitting value orientations through linguistic means.

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