



УДК 1:378.147

## BASIC CONCEPTS OF THE PRAGMATICS OF THE TEXT ОСНОВНІ ПОНЯТТЯ ПРАГМАТИКИ ТЕКСТУ

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**Abstract.** *The article considers the study of literary text in a pragmatic aspect, which can offer interesting ways to solve the problem of interpretation of both linguistic facts and literary text in general. The authors note that the current period of development of functional linguistics allows a new understanding of the integrity of the idea of the functional load of language in verbal communication, and such awareness is possible through pragmatics. However, it is emphasized that there is no consensus of researchers on the subject and objectives of pragmatics. Philosophical, semiotic and linguistic aspects of the functioning of signs have been studied. It is concluded that the study of pragmatics of the text is a promising area and allows to solve the problems of its interpretation, the issues of pragmatics of the text are closely related to the problems studied in stylistics. What they have in common is the study of influential means of speech. It should be noted the need to distinguish between the pragmatics of the text as a direction of pragmatics and the pragmatics of the text as its category. It is proved that pragmatic attitude influences the selection of language units, means, grammatical categories and stylistic means in the text. The pragmatic aspect of the text is a multifaceted phenomenon, which includes problems related to the sender and the addressee, their attitude to expression and interaction in the communication process..*

**Key words:** *literary text, pragmatics, pragmatics of the text.*

The study of a literary text in a pragmatic aspect can offer interesting ways to solve the problem of interpreting both linguistic facts and the literary text as a whole. The modern period of development of functional linguistics allows us to realize in a new way the integrity of the idea of the functional load of language in verbal communication, and such awareness becomes possible through pragmatics.

Researchers of various aspects of language always turn to pragmatics, the issues of which are diverse and multidimensional. N. Arutyunova, O. Paducheva note that “the expansion of pragmatic research leads, firstly, to blur the once clear boundaries between linguistics and disciplines that explain different aspects of human existence, and secondly, in pragmatics intersect the interests of a number of direct Linguistic Sciences” [10, 3-4].

However, there is no consensus among researchers regarding the subject and tasks of pragmatics. The philosophical, semiotic and linguistic aspects of the functioning of signs are studied. Four philosophical directions influence research within the framework of this approach:

- 1) formal philosophy and logic within the framework of logical atomism;
- 2) the concept of the "late" Wittgenstein and, ascending to it, the direction of



linguistic philosophy;

3) American philosophical pragmatism;

4) phenomenological-existential trend in philosophy.

The ambiguous understanding of the term "pragmatics" in modern linguistics is connected with the history of its origin and use.

Here are some interpretations of this term:

- a branch of semiotics that studies the sign-person relationship;
- a branch of linguistics that studies the linguistic aspect of the relationship between a linguistic sign and a person;
- the category of the text, that is, the property of the text in one way or another, to correlate with the addresser and the addressee, to realize the communicative intention of the first to influence the second;
- pragmatic content / pragmatic information of a language unit, a fragment of speech, a whole speech work.

The foundations of pragmatics as part of semiotics, a complex science that studies all kinds of sign systems, were laid by Ch. Pierce. Following him, Ch. Morris, in the first third of the twentieth century, singled out three sections in semiotics:

1) semantics, which studies the relationship of signs to objects of reality;

2) syntax, which studies the relationship of signs to each other;

3) pragmatics, which studies the relationship of signs and their users [7, 37-38].

Ch. Morris defines pragmatics as a discipline that studies the relationship of signs to their interpreters and notes the need for its understanding as part of semiotic science. According to the researcher, the subject of this science includes all psychological, biological and social phenomena that are observed during the functioning of signs, since the interpreters of most signs are living organisms [7, 63]. Interest in a person as the main interpreter of the objects of the surrounding world and signs brings together pragmatism, semiotics, phenomenology and linguistic pragmatics [7, 63].

The relationship of the above sections of semiotics to the linguistic sign is defined as follows: "If the syntax in the application to the language explains how the statement is arranged, how the person speaks, if the semantics shows what he says, what this statement means, then pragmatics seeks to reveal under what conditions and what is the purpose of the person speaking in this case" [2, 12].

Yu. Stepanov notes that although the understanding of pragmatics by Ch. Pierce and Ch. Morris was abstract, their teaching was a new approach to the study of language. According to Yu. Stepanov, it was the time of the nominative, and then the predicative paradigms, in which there was no place for the study of the functional side of the language. However, the functional-communicative approach to the language is being formed simultaneously in different countries and within the framework of different approaches to the language (philosophical, logical, psychological and linguistic proper) [11].

In the syntactic studies of the 70s, new directions appeared that marked a departure from the structuralism that dominated linguistics at that time. For structural linguistics, it was irrelevant to study phenomena that were unstable and external to the language, associated with the psychological, stylistic and communicative aspects



of speech. Having put syntactic semantics in the center of attention, linguists study the content side of linguistic means, the structure of their meaning and the ways of its formation.

In studies on semantics, the semantic structures of words and phrases, the processes of actualization of certain semes, semantic changes in the meaning of a word, the relationship between the lexical meaning of a word and the content of the context are studied, methods of component analysis, etc. are developed.

In the early 1970s, another area of linguistic research was formed, namely, linguistic pragmatics, whose interests include language as a means of self-expression and communication. There is a great interest in philosophical directions, within which the issues of the formation, use and impact of linguistic signs, as well as the relationship of linguistic communication with psychological and social patterns, were studied. The development of linguistic pragmatics is marked by the influence of two philosophical concepts: the "late" Wittgenstein and Husserl's phenomenology [11]. The pragmatics of the language includes a large number of factors that are different in nature. This led to a variety of interpretations and approaches to this phenomenon.

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Pragmatic linguistics is understood as a science:

- about the use of the language (Leech G.),
- about aspects of meaning that are not covered by semantic theory (Levinson S.C.),
- about the interpretation of speech acts (Searle J.R., Austin J.L., Grice H.R.),
- about the language in the context (Parret N.),
- about the linguistic form, meaning and activity (Dijk van T.A.),
- about the pragmatic parameters of literary communication (Arutyunova N.),
- about the speech impact (Kisileva A.),
- about language as a social practice of a person (Susov I.),
- about the text in its dynamics (Stepanov Yu.), etc.

In foreign linguistics, pragmatics is understood as "the listener's reaction to certain language incentives" [6, 78]. Others, define it as a discipline about successful communication, studying the meaning in relation to the speech situation. The researcher strictly distinguishes between meaning in pragmatics and meaning in semantics. The meaning in pragmatics is associated with the addresser when the meaning in semantics is abstracted from a certain situation and is considered as belonging to the system [14]

Domestic researchers believe that "pragmatic meaning is found and should be studied not only and not so much in the listener's reaction, but also regardless of it, in



the utterance itself, as it is produced by the speaker" [6, 78]. O. Paducheva refers to linguistic pragmatics simply a certain area of semantics, namely, that which studies linguistic elements oriented towards speech interaction; in other words, elements in the semantics of which the reference to the speaker plays a key role [10, 223].

"The communicative aspect of the language, focused on the study of the final result, which is the effect of language communications, can be called the pragmatics of the language" [5, 4]. f. Kiefer notes that for a comprehensive description of the language, in addition to syntax and semantics, it is necessary to involve a pragmatic parameter. "Description of form and meaning - i.e. syntax and semantics - do not yet give us a complete description of the language, since linguistic facts can be considered (...) from the point of view and depending on the context, their specific conditionality" [4, 333].

A variety of interpretations of Teun A. van Dijk explains that "the ultimate goal of a pragmatic theory of language is to establish a connection between statements (and therefore grammar), on the one hand, and various types of interaction (and, therefore, social sciences), on the other" [13, 13-14]. Linguistic pragmatics has no "clear" boundaries and covers such parts and branches of linguistics as rhetoric, functional stylistics, typology, communication theory, sociolinguistics, psycholinguistics, communication psychology, psychology of speech and speech activity, discourse theory, etc. [1, 41]. The attention of researchers is attracted by the problems of the formation, use and impact of linguistic signs, the behavior of signs in real communication processes, the connection of linguistic communication with psychological and social patterns, issues related to the addresser's attitude to what and how he says (in terms of truth, sincerity, objectivity), etc. In other words, pragmatic linguistics studies "the use of language by people (...) as a tool for social action and interaction in specific situations of communication (...). This is a kind of grammar of human behavior in society" [12, 15].

As already noted, pragmatic aspects of all language levels are studied: words, statements and the text.

Thus, researchers of the pragmatic meaning of the word believe that due to the pragmatic conditionality of the act of communication, the units that make up this act are also pragmatically determined. O. Belyaevskaya notes that the exclusion of the pragmatic aspect from the semantics of the word impoverishes semantic studies, abstracting semantics from the real situation of communication.

A speech act is also accepted as a unit of the category of pragmatics, understood as a minimum segment of speech, reflecting the intention of the speaker, uttered in a certain context and grammatically designed. Any act, according to Teun A. van Dijk, is aimed at "a possible change in the worlds through a deliberate and controlled change in the physical state of a conscious individual" [13].

Researchers give a detailed classification of speech acts. So, J.R. Searle and J.L. Austin is distinguished by:

1. locutionary act, which refers to the pronunciation or other way of representing information with the appropriate correlation of form and meaning;
2. the illocutionary act, which refers to the speech action associated with the pronunciation of a language unit (statement) (statement, request, order,



apology, etc.), considers the maxims of cooperation, implicatures and other concepts.

3. perlocutionary act - the impact that the addresser's speech action has on the addressee.

J. Leach's classification is based on the principle of non-conflict social behavior: competence (orders, demands, requests, questions), convevial (offers, invitations, greetings), collaborative (statement, message, announcement), conflict (accusation, reprimand, threat) [14].

For this work, the research of researchers studying the pragmatic aspect of the text is of great interest. Pragmatics is a mandatory property of the text, (...) reflecting the attitude of the addresser to the object of communication, to the communicative act itself and through it to the addressee [8, 5]. O. Aznaurova also emphasizes that "the pragmatics of any text is one of its integral, characteristic features, which is determined by the nature of the text as the main unit of communication".

Analysis of the text, its semantics and structure, as well as the semantics and structure of the units that make it up, should set the task not only to identify what determines the formation of the meaning of the text, but also how the ultimate goal of communication is achieved - the impact on partners in the process of speech activity. The way to achieve a specific result for the communicants determines the pragmatic orientation of the text. Teun A. van Dijk notes that the pragmatics of the text correlates the text itself and the structure of communication with each other, which obviously contributes to a deeper and more comprehensive understanding of the text as a whole [13, 334].

The study of text pragmatics is a promising direction and allows solving the problems of its interpretation. It is known that the issues of text pragmatics are closely related to the problems studied in stylistics. Common to them is the study of the influencing means of language. Since the subject of stylistics is the study of stylistic devices and expressive means, which are also means of influencing the addressee, it is obvious that stylistics also studies the influencing aspect of language. In the future, the entire linguistic material of the text began to be studied, since any linguistic means is a source of influence. As a result, pragmalinguistics arose, exploring the influencing potential of stylistic devices and, in connection with this, the advantage of using certain devices in texts of various functional styles.

It should be noted the need to distinguish between the pragmatics of the text as a direction of pragmatics and the pragmatics of the text as its category. "The text has a number of categories (...), mainly characteristic of the work as a whole. These categories include informativeness, completeness, integration, cohesion, retrospection, prospection, score, (...) continuum, depth (subtext), presupposition, pragmatics and some others" [3, 524] . Researchers identify the following main components of text pragmatics:

- 1) participants of communication (addresser and addressee),
- 2) pragmatic attitude,
- 3) pragmatic content,
- 4) pragmatic effect.

The pragmatic content includes the specific conditions and goals of the semantic



content, the evaluative, modal, incentive and other intentions of the addresser accompanying it.

The pragmatic effect is the understanding and active perception by the addressee, by decoding the pragmatic content of the text, of the pragmatic setting that underlies it [8, 8]. One of the basic concepts of text pragmatics is a pragmatic attitude. The term "attitude" is interpreted in psychology as the subject's readiness for a certain kind of action, for example, the perception of some information, etc. Researchers of text pragmatics believe that the pragmatic attitude characterizes the direction of the text, its role in communication from the position of the addresser. I. Halperin under this phenomenon means "the purpose of the message, which largely determines the identification of linguistic characteristics. This setting underlies the selection of language units and their combinatorics" [3, 280]. According to V. Naeru, a pragmatic attitude is "a conscious specific intention of the addresser materialized in the text to have an appropriate impact on the addressee" [8, 8].

It is known that the pragmatic attitude affects the selection of language units, means, grammatical categories and stylistic devices in the text. Among them, a special place is occupied by repetition, in all likelihood, one of the universal means developed by the language to serve human communication, not only in order to establish a connection between statements and partners in an immediate situation of communication, but also to highlight the communicative and pragmatic importance of the transmitted information [9, 2]. Texts of all functional styles and genres have a pragmatic aspect. The pragmatic aspect of the text is a multifaceted phenomenon, including problems associated with the sender and addressee, their relationship to the utterance and interaction in the communication process.

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**Анотація.** В статті розглянуто вивчення художнього тексту в прагматичному аспекті, що може запропонувати цікаві шляхи вирішення проблеми інтерпретації як мовних фактів, так і художнього тексту в цілому. Автори зазначають що сучасний період розвитку функціональної лінгвістики дозволяє по-новому усвідомити цілісність уявлення про функціональне навантаження мови у вербальному спілкуванні, і таке усвідомлення стає можливим завдяки прагматиці. Проте наголошено на тому, що єдиної думки дослідників щодо предмета та завдань прагматики немає. Досліджено філософський, семиотичний та лінгвістичний аспекти функціонування знаків. Зроблено висновок про те, що вивчення прагматики тексту є перспективним напрямом і дозволяє вирішити проблеми його інтерпретації, питання прагматики тексту тісно пов'язані з проблемами, що вивчаються в стилістиці. Спільним для них є вивчення впливових засобів мови. Слід зазначити необхідність розрізнення прагматики тексту як напряму прагматики та прагматики тексту як його категорії. Доведено, що прагматичне ставлення впливає на виділення мовних одиниць, засобів, граматичних категорій і стилістичних засобів у тексті. Прагматичний аспект тексту є багатогранним явищем, що включає проблеми, пов'язані з відправником і адресатом, їх відношенням до висловлювання та взаємодії в процесі спілкування.

**Ключові слова:** художній текст, прагматика, прагматика тексту.

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