



**PRAGMALINGUISTIC STUDY OF INTERPERSONAL COMMUNICATION IN CONFLICTING COMMUNICATIVE SITUATIONS FROM A LINGUOCULTUROLOGICAL PERSPECTIVE**

Khushnazarova Gulnoza Furkhatovna

Teacher, Uzbek State University of World Languages

Department of Integrated English Course

Hafizova Sevinch Hamza qizi

Student, Uzbek State University of World Languages

Foreign Language and Literature: English Language Faculty

**Abstract**

This article scientifically analyzes the linguoculturological and pragmalinguistic features of interpersonal communication in conflict communicative situations. The study highlights how conflicts in communication between people from different cultural backgrounds are manifested through language units, speech acts, cultural connotations and communicative strategies. Also, the pragmatic goals of speakers in controversial situations, means of mitigating or intensifying the conflict, and the influence of socio-cultural values on the speech process are studied. The article interprets such elements as the emotional state of the communication participants, speech etiquette, metaphorical expressions, reproach, objection, and speech forms calling for compromise from a linguoculturological point of view. The results of the study serve to effectively manage conflict communication, enhance intercultural understanding, and develop communicative competence.

**Keywords:** Conflict communicative situation, interpersonal communication, linguoculturology, pragmalinguistics, conflict, speech strategies, cultural connotation, communicative competence, speech acts, discursive communication.

**Introduction**

Conflict communicative situations are an integral part of the daily communication process in human life. Conflicts, opposing views, and cultural differences that arise during interpersonal communication directly affect the quality of communication



and social relations. Therefore, the study of such situations is of great importance in the fields of modern linguistics and cultural studies. Linguoculturology and pragmalinguistics provide theoretically and practically important tools for understanding conflict communication and effectively managing it.

While the linguoculturological approach is focused on analyzing cultural codes, cultural connotations of language units, and social norms in communication, pragmalinguistics studies speech acts, communicative strategies, and contextual situations. By combining these two approaches, it is possible to more deeply analyze the complexity and dynamics of interpersonal communication in conflict communication.

A conflictual communicative situation (CCS) is a situation in which conflicting goals, different views, or interests arise between participants in the communication process. Such situations are observed in the workplace, family life, the educational process, or intercultural communication. The main feature of CCS is that it tests the social and psychological relationships between participants and determines the effectiveness of communication.

From a linguoculturological perspective, CCS emphasizes the importance of the cultural connotations of language and communication norms. For example, different cultures have different ways of expressing reprimand or criticism. Therefore, an expression that is considered customary and polite in one culture may be interpreted as offensive or disrespectful in another culture.

Interpersonal communication is the process of exchanging information, thoughts and feelings between two or more individuals. Linguocultural studies show that the effectiveness or conflict of communication depends on the cultural experience of the participants, their perception of the language within the framework of the culture and knowledge of communicative norms.

Culture determines language units and their connotative value. For example, phraseological units, metaphors and expressions that express respect, kindness or criticism are used in a culturally specific context. In conflict situations, the incorrect interpretation of these units leads to an escalation of conflicts. Therefore, it is important to take into account the cultural layer of speech in interpersonal communication from a linguocultural perspective.

Pragmalinguistics studies the contextual, communicative and social functions of speech. Speech acts in conflict situations — for example, reproaches, arguments,



calls for compromise, or requests — are closely related to the social role and status of the participants.

Pragmalinguistic studies show that the effectiveness of speech in conflict situations depends on the following factors:

Contextual adaptation — the correspondence of speech to the social status of the participant, the level of relations, and the cultural context.

Communicative strategies — tools aimed at mitigating, intensifying, or neutralizing the conflict. For example, humor, objections, asking for advice, or giving advice.

Emotional component — the emotional state of the participants and the ways in which they are expressed. Metaphorical and evaluative units in speech can increase or decrease the emotional state in.[1]

Pragmalinguistic research also studies the compliance of speech with social norms and ethical aspects in conflict communication. For example, the expression of criticism in a constructive or destructive form determines the attitude specific to the culture.

For a deeper analysis of conflict situations, it is necessary to combine the linguo-cultural and pragmalinguistic approaches. This integrated approach provides the following opportunities:

Increasing intercultural understanding - identifying and preventing misinterpretations between representatives of different cultures.

Effective selection of communicative strategies - taking into account speech acts and cultural codes in order to mitigate the conflict or achieve a constructive solution.

Taking into account speech ethics and social norms - improving the quality of communication by choosing culturally specific expressions in conflict situations.

For example, in a conflict at work, constructive criticism from a manager can be perceived by an employee in a culturally appropriate way. In this case, the pragmatic component of speech (form of criticism, intonation, context) and the linguo-cultural component (cultural values, social norms) together affect the result.

Main types of conflict communication and speech strategies

Studies divide conflict situations into the following types:

Personal conflicts - individual conflicts, emotional conflicts.



Social or group conflicts - conflicts between groups, work teams or social strata.

Intercultural conflicts - misunderstandings and contradictions between representatives of different cultures.[2]

Speech strategies differ in each type. For example:

Argument and criticism - a strategy that intensifies the conflict.

Appeal and seeking advice - a strategy that mitigates the conflict.

Humor or metaphorical expression - serves to control the emotional situation.

The effectiveness of speech strategies depends on their linguo-cultural compatibility. Phraseological units and expressions specific to culture are an important tool in controlling the conflict.

Research methodology

The following methods can be used to study interpersonal communication in conflict communication situations:

Discourse analysis - identifying the linguistic, pragmatic and cultural layers of speech.

Experimental conversations - observing and analyzing conflicts that arise between representatives of different cultures.

Questionnaires and interviews - identifying the emotional and cultural experience of participants in communication.

Speech act analysis - studying speech forms that criticize, advise, complain and call for compromise.[3]

These methods allow for a joint analysis of linguocultural and pragmalinguistic components and serve to develop recommendations for effective management of conflict situations.

of studying conflict communication is as follows:

In the workplace - effective management of conflicts between employees and managers, improving teamwork.

In educational institutions - constructive resolution of conflicts between teachers and students.

In intercultural communication - reducing misunderstandings between representatives of different cultures, making diplomatic and business communication effective.

In personal relationships - constructively managing family or friendly conflicts.



Also, the results of the study serve to develop communicative competence and increase the effectiveness of interpersonal communication.

In conclusion, the linguoculturological and pragmalinguistic analysis of interpersonal communication in conflict communicative situations is a relevant direction of modern linguistics and cultural studies. The study shows that the effectiveness of communication depends on the cultural context of speech, social norms and pragmatic strategies. Linguoculturological and pragmalinguistic integration allows for the effective management of interpersonal conflicts, increasing intercultural understanding and developing communicative competence. By identifying different types of ZKV and speech strategies, studying speech acts and cultural codes, the study helps to optimize interpersonal communication and resolve conflicts constructively. At the same time, practical recommendations can be widely used in the workplace, educational institutions and intercultural communication.

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