



LEADERSHIP SPEECH IN INSTITUTIONAL INTERACTION: AN ANALYSIS OF PRAGMATIC AND SOCIAL PROCESSES

Abdiyeva Madina

Teacher at the University of Economics and Pedagogy

Abstract

Analysis of pragmatic and social processes of speech in this process of institutional communication. In targeted speech analysis, the guide consists of determining the connection between speech acts, communicative strategies, and social context. The research methodology is based on the theory of speech acts, discourse analysis, and sociolinguistic research. Analysis of the organization's official meetings, official assignments, and leaders' speeches before the team as empirical material. The study shows that software helps to regulate hierarchical relationships, ensure the importance of collective activity, and manifests itself as a means of communication. Language units acquired in the leader's speech social distance.

Keywords: Sociolinguistics, social distance, communicative role, speech and hierarchical relationship, institutional discourse, institutional communication, leadership speech, pragmatics.

Introduction

In modern linguistics, institutional discourse is one of the important scientific directions in the study of communicative processes. Institutional discourse studies speech processes associated with the activities of various social institutions in society. In such discourse, speech acts not only as a means of information, but also as a mechanism for regulating social relations. In communicative processes in an organization, the leader of speech occupies a special place, since he is one of the main directions of management activity. Through the leader, resources are distributed, with the participation of the team and social norms are formed that determine the communicative environment of the organization.

In the communicative process in the organization, the leader's speech occupies a special place, since it is one of the main directions of management activity. Through the leader, tasks are distributed, the team is actively used, and social norms that determine the communicative environment of the organization are formed. The



leader's speech is considered not only a product of individual speech activity, but also an expression of institutional relations.

In the process of institutional communication, the leader's speech manages various communicative functions. Sh. Safarov notes that the “reason-motive-goal” chain creates a plan for speech activity and ensures its real implementation.¹ In the example of a leader's speech, this works like this: the reason is the existence of a project deadline, the motive is to encourage and motivate employees to work on time, and the goal is the successful completion of the project. This reason-motive-goal chain directs the speech act to the implementation of an act of statement, order or request and is manifested as a speech expression at the final stage of speech. First of all, it serves as a practical aid to management in building a team. The tasks, instructions, recommendations and evaluative comments given by the leader help the daily life of team members. Therefore, it is important to study the leader's speech from a pragmatic point of view. Pragmatics analyzes the situation, purpose and mechanism of action of speech units precisely in a real communicative situation. According to the theory of speech acts, any speech unit is aimed at implementing a certain communicative goal. In the leader's speech, speech acts such as command, request, recommendation, use, encouragement, and control are especially actively used.

The sociolinguistic aspect of the leader's speech also deserves special attention. Sociolinguistics studies the specific interaction between language and society, that is, it analyzes the connection of language units with social relations. In the leader's speech, social distance, status, role and power relations are expressed through language. In particular, the sociolinguistic active manifestation of leadership speech is manifested by the categories of address, the category of appearance, the softened or strict forms of command, and units denoting collectivity.

In the process of institutional communication, the speech of development performs various communicative functions. First of all, it helps the team to function as an important aid to management. The tasks, instructions and recommendations given by the leader are to ensure the functioning of the team. For this reason, the speech of the leader should be studied separately from a pragmatic point of view. Pragmatics studies the function of speech units in a communicative situation. According to the theory of speech acts, any speech unit is aimed at achieving a certain communicative

^{1 1} Сафаров Ш. Прагмалингвистика. – Тошкент: Ўзбекистон Миллий энциклопедияси, 2008. – Б. 63.



goal. In the speech of the leader, there are commands, recommendations, requests, etc. The sociolinguistics of the speech of the leader also has an important scientific enterprise. Sociolinguistics studies the mutual relations between language and society. In the speech process, the social distance, role and status of the leader and the individual are expressed through linguistic units. For example, the sociolinguistic manifestation of the speech of the leader is the language units that indicate the category of address, the category of plural or social distance. The construction “we” expressing collectivity is often used in the speech of the leader. This unit plays an important role in maintaining a specific communicative distance between the leader and the team and in organizing team activities.

Empirical analysis shows that several basic pragmatic strategies are at work in the leader's speech. The first strategy is related to management. The leader often expresses tasks not with direct orders, but with the help of modal units. Tasks such as "need", "necessary", "possible for the purpose" can be interpreted not as a personal requirement, but as an institutional necessity. The second strategy is related to the management of social distance. The linguistic units captured in the leader's speech strengthen hierarchical relations in the team. Only the leader can save communicative power from the strategies of softening. For example, additional rules such as softening the demand in the leadership of units such as "please", "if possible", "it would be good". Such strategies are especially effective in collective discussion. The third strategy is related to the distribution of management. In the leader's speech, the implicit ratio or personal constructions allow the assignment of tasks to the role, not to the person. Such a speech strategy helps to defuse conflict situations and maintain communicative balance in the team.

The results of the study show that the leader's speech is an important component of institutional discourse. The pragmatic strategies acquired in the leader's speech provided a communicative effect.

Conclusion

In the process of institutional communication, speech has an important pragmatic and sociolinguistic decision. Through the leader's speech, hierarchical relations are regulated, communicative strategies are implemented, and collective actions are possible. The language acquired in the leader's speech plays an important role in expressing social distance, role, and status. Therefore, the study of scientific speech



from the perspective of pragmatics and sociolinguistics is a scientific direction for the study of institutional discourse.

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