

**FUNCTIONAL-PRAGMATIC CHARACTERISTICS OF SPEECH ACTS IN THE INTERVIEW GENRE OF MASS MEDIA****Shukurova Zahro Farxodovna**

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**Abstract:** This article explores the functional-pragmatic characteristics of speech acts in the interview genre within mass media discourse. The study examines how communicative intentions are realized through various types of speech acts, including assertives, directives, commissives, expressives, and declarations. Special attention is given to the interaction between interviewer and interviewee, the role of context, and the pragmatic strategies employed to achieve communicative goals. The research highlights that media interviews are not merely information-exchange formats but complex pragmatic structures shaped by power relations, institutional norms, and audience expectations.

**Keywords:** speech acts, pragmatics, media discourse, interview genre, communicative intention, illocutionary force

**Introduction**

In modern linguistics, the study of pragmatics has gained significant importance, particularly in analyzing language as it is used in real communicative contexts. One of the most dynamic and influential contexts is mass media discourse, where language functions not only as a means of communication but also as a tool of persuasion, manipulation, and representation. The interview genre occupies a central place in mass media, serving as a platform for information dissemination, opinion shaping, and public engagement. From a pragmatic perspective, interviews are rich in speech acts that reflect the intentions, strategies, and roles of participants. Therefore, investigating the functional-pragmatic characteristics of speech acts in media interviews provides deeper insight into how meaning is constructed and interpreted in public communication.

The concept of speech acts originates from the works of J. L. Austin and was further developed by John Searle. According to speech act theory, every utterance performs an action, which can be categorized into three levels: locutionary, illocutionary, and perlocutionary acts.

Searle classifies speech acts into five main types:

- **Assertives** (statements, claims)
- **Directives** (requests, questions)
- **Commissives** (promises, commitments)
- **Expressives** (emotions, attitudes)
- **Declarations** (institutional acts)

In media interviews, these speech acts function within a specific communicative framework characterized by institutional roles (journalist vs. respondent), audience presence, and genre conventions. Media interviews are inherently dialogical but asymmetrical. The interviewer typically controls the structure, topic progression, and turn-taking, while the interviewee



responds within these constraints. This asymmetry influences the distribution and function of speech acts.

From a functional-pragmatic perspective, speech acts in interviews serve several purposes:

- Information transmission
- Evaluation and interpretation
- Persuasion and influence
- Image construction (self-presentation)

The pragmatic meaning of an utterance often extends beyond its literal content, relying on context, implicature, and shared knowledge between participants and the audience.

### **Assertives**

Assertive speech acts are widely used by interviewees to provide information, express opinions, and construct narratives. They contribute to the informative function of the interview but may also carry evaluative or persuasive elements. For example, when a politician states a fact, it often serves not only to inform but also to justify actions or influence public perception.

### **Directives**

Directives are primarily used by interviewers in the form of questions. However, questions in media interviews are not always neutral; they may be leading, provocative, or strategic.

Different types of questions include:

- Open-ended questions (encouraging elaboration)
- Closed questions (restricting responses)
- Loaded questions (implying assumptions)

Thus, directives play a crucial role in shaping the discourse and guiding the interaction.

### **Commissives**

Commissive acts, such as promises or commitments, are typically produced by interviewees, especially in political or public discourse. These acts are strategically used to build trust and credibility. However, their pragmatic force depends on the context and the perceived reliability of the speaker.

### **Expressives**

Expressive speech acts convey the speaker's emotions, attitudes, or evaluations. In interviews, they contribute to the personalization of discourse and help establish rapport with the audience. For instance, expressions of gratitude, concern, or criticism can significantly influence audience perception.

### **Declarations**



Although less frequent, declarations occur in institutional interviews where the speaker has the authority to enact changes through language (e.g., announcing decisions or policies). These acts demonstrate the performative power of language in media contexts.

### Pragmatic Strategies in Media Interviews

Speech acts in interviews are often accompanied by pragmatic strategies that enhance their effectiveness. These include:

- **Politeness strategies** (mitigating face-threatening acts)
- **Evasion and ambiguity** (avoiding direct answers)
- **Framing and reframing** (shaping interpretation)
- **Implicature and presupposition** (conveying implicit meanings)

Such strategies reflect the communicative competence of participants and their ability to navigate complex interactional dynamics.

### Discussion

The analysis shows that speech acts in media interviews are multifunctional and context-dependent. Their interpretation requires consideration of various factors, including:

- Institutional roles
- Power relations
- Audience expectations
- Sociocultural norms

Moreover, the pragmatic dimension of interviews reveals that communication is not merely about transmitting information but about constructing meaning, influencing attitudes, and negotiating identities.

### Conclusion

The interview genre in mass media represents a rich field for pragmatic analysis. Speech acts function as key instruments through which communicative intentions are realized and interaction is structured. The study demonstrates that the functional-pragmatic characteristics of speech acts are shaped by the interplay between linguistic forms, contextual factors, and communicative goals. Understanding these dynamics contributes to a deeper comprehension of media discourse and its impact on public communication.

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