

## COMMUNICATIVE INTENT, INTERACTION AND SPEECH ATTITUDE

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**Annotation:** The scientific article aims to study and indicate the theoretical issues of communicative intention, factors of communication organization, and neuropsycholinguistic conditions in ensuring speech attractiveness. This work, in line with the ongoing research, serves to study the problems of speech configuration of a linguistic personality.

**Abstract:** The scientific article aims to study and indicate the theoretical issues of communicative intention, factors of communication organization and neuropsycholinguistic conditions in ensuring speech attractiveness. This work, in line with the ongoing research, serves to study the problems of speech configuration of a linguistic person.

**Keywords:** intention, goal, intention, message, media, illocution and perlocution.

### **Introduction**

Communicative intention, that is, the intention of communication, is the speaker's desire to express something, describe something, show his decision and attract the attention of the listener, and is a speech sentence consisting of a short and clear sentence, which is structured, generalized, clarified in the brain. Communicative intention is the ability of each linguistic individual to demonstrate a neuropsycholinguistic state. Intention is an act of will, with the help of which a person or a group of people reflects the purpose of some activity or a state of motivation leading to a conversation, dispute, argument, argument, force majeure situation or intervention [5; 6]. Thus, the communication strategy manifests four inextricably linked coherences. These are: goal, intention, message, media (media) or supporting tools. John Austin understands communicative intention as a speech act. "As many thoughts are in the process of speaking, as many actions are performed. We perform certain actions by speaking. And by performing actions, we group content into groups. These are, of course, performed in a holistic manner. By saying something, we do something, which includes sounds, words, devices, declarative meanings that have a certain content and reference" [1].

### **Main part**

Speech act theory was introduced by Oxford philosopher J.L. Austin in his book *How to Do Things with Words* and was further developed by American philosopher John Searle. Communicative intention results in a speech act. Speech act theory is a subfield of pragmatics that studies how words are used not only to convey information but also to perform actions. By specifying communicative intention, a linguistic entity sends a conscious or unconscious message to others. The message (code) is received (decoded) by the listener. The listener perceives or feels the intention in the content of the message [8].

To understand in detail how to formulate linguistic signs that are consistent with the purpose, intention, message, and media, one must refer to sources. These come in many forms in life. For example, in fiction, the author's intention reflects the purpose pursued by the material of the

work and why he wrote it. The communicative intention of the author of a story, short story, and novel is to tell a story.

For the purpose of interpersonal communication, people are conditioned to receive the message well and have the information to understand it. This condition of communication allows for communication and exchange of information between individuals. Communicative intention plays a decisive role in determining the norms of interpretation. This, in turn, determines the meaning of speech. Communicative intention can also be understood as a decision made by a linguistic person to take action or a desire to achieve the intended goals. For example, a response to a previously made decision (intention) in the form of: "I did not understand his intention" or "I wonder what he said" proves that the informative formation of the intention, goal, message is not only incomprehensible, but also a special way of expressing objections. Communicative intention does not always involve the use of words. It can be encoded in a non-verbal form, or, conversely, end with a verbal answer. "- Are you eating? - asked the wife. "Gairat shakes his head" (A. Namozov. Alien, humor). In this case, Gairat responds with a gesture. The listener can express what he is thinking or feeling with the help of a nod, or even respond with a simple look. This serves as a nonverbal factor of intention.

**Purpose, intention, message, media** To express intention in practice is to consciously give energy and impetus to reality, an existing situation or thing. The precise formulation of these depends on each person's own capabilities. The state of answering the question posed is aimed at controlling the discourse without making a judgment. Three factors are important for communicative intention. These are: correct or incorrect perception of reality, illocution and perlocution.

Misperception of reality - illusion (Latin *illusio* - false imagination, error) is a state that occurs due to certain laws of perception and perception. The holistic perception of things and phenomena often creates a false imagination in a person. From a pragmatic point of view, three components of communication are involved: a) phrase - the semantic or direct meaning of the perceived statement, formed by an oral or written syntactic expression; b) illocution - the speaker's intention, i.e. communicative intention, and c) perlocution - the degree to which it is perceived by the listener.

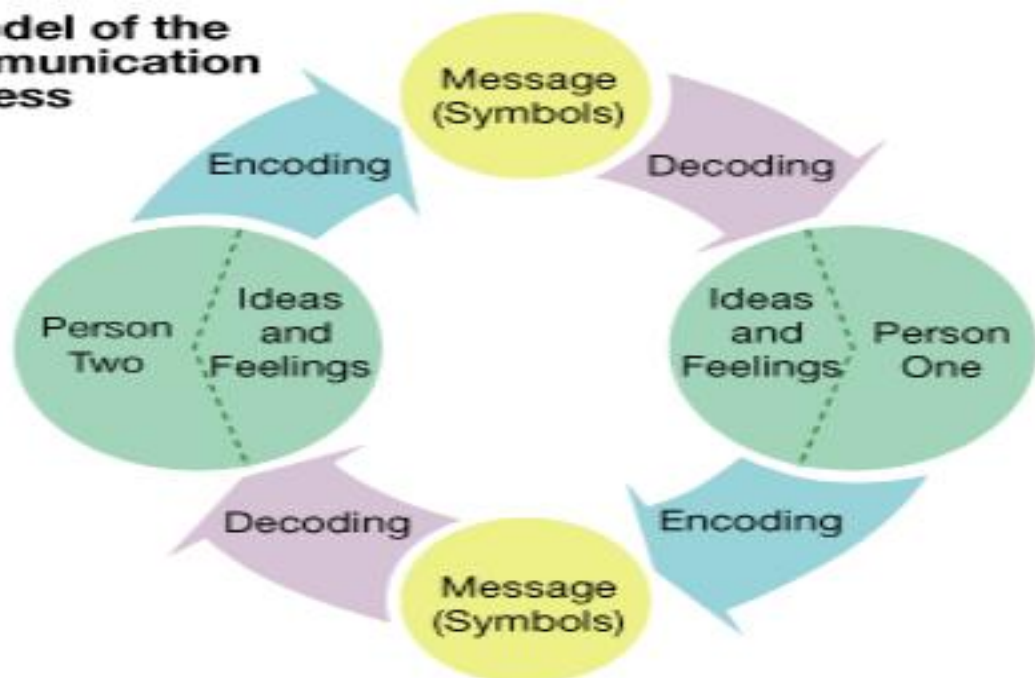
An illocution is a speech act, speech behavior, speech act, speech situation, that is, a speech product that expresses the speaker's intention, while a perlocution is a need for the speech product received by the listener. The speaker's intention or speech product is expressed as follows: "I plan to smile more often. I plan to listen to myself (or others). I plan to take care of myself and my needs. I plan to be kind or helpful." Communicative intention consists of the use of gestures, facial expressions, spoken and/or written words to convey a message. There are two types of communicative intention:

- 1) voluntary intentional communication - an important condition for the development of oral speech, involuntary communication. Here we can talk about neuro-vegetative manifestations, voluntary communication through the body and sending conscious signals;
- 2) Involuntary intentional communication – sometimes involuntary expression of one's state through emotions in order to convey one's intention well. Other signals are involuntary and emotional [7]. For example, a dog does not want to communicate with anyone other than its owner, no matter who they are. But it does want to know what others are saying and doing.

Perlocution is the process of setting an intention, the process of creating a mental or emotional intention for a specific goal or outcome. This increases the likelihood that one will consciously direct one's thoughts and energy toward achieving a desired outcome or experience. A school-age child might say, "I want water, please and thank you!" - Je veux de l'eau, s'il vous plaît et merci !» Probabilistic communication is at the heart of the problem here. In this case, the planning program is at the stage of forming the need to drink water. Taking into account the high level of knowledge of the communicative attitude allows communication [2].

**Scientific analysis** Communication serves five main purposes: to inform, to express feelings, to imagine, to influence, and to meet social expectations.

### A Model of the Communication Process



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Voluntary communication is a type of communication that is carried out for a specific purpose, such as providing information, expressing emotions, influencing, or solving and satisfying social issues. It involves the use of different forms of communication, such as writing, speaking, and presenting, tailored to different target audiences.

« Communication, that is, the creation and interpretation, understanding of a text, is in any case conditioned by extralinguistic factors (specific situation, presupposition, national cultural tradition). Communication is accompanied by primary semiotic systems (the language of science, musical notation, game rules, Morse code, computer linguistics) and secondary body language (pantomime, gesture system). The concept of communication is also used in the creation of a "human-computer" system.

Communicative syntax is a phenomenon of parcellation - "parcelling", that is, a method of expressing a single syntactic structure of a message, message, or sentence in oral and written form by several communicatively independent units - words, phrases, and phrases. For example, in neutral presentation: "Il est parti pour ses études à Sorbonne." In communicative syntax: "Il

est parti. Pour ses études. A Sorbonne." Segments of a message (message) can also be inverted: "A Sorbonne. Pour ses études. Il est parti. Se matin." On the oral side of the syntactic structure, it is carried out by intonation and other auxiliary means (gesture, mimicry), and in written speech by graphic indicators - punctuation marks. " [2].

The main purpose of communication is to demonstrate a) image, b) popularity, and c) behavior. The difference between purpose, intention, and attractiveness in communication is reflected in the following:

1. The goal is to focus on the future. It is tied to the present time axis. For example, like the suggestion "Let's take time to gain understanding." If the goal is not achieved, external achievements cannot be achieved. The mental inclination that determines the goal, this goal itself: includes actions such as apologizing to someone, promising, ordering, responding, simply asking, complaining, warning, suggesting, refusing and praising. Public speaking is the ability to speak in public in order to attract, motivate, and persuade your audience. This skill is the speaker's action aimed at persuading his listeners. It sets the goal of gaining votes, receiving applause, and realizing the product of the speech. It demonstrates the intention of self-realization, self-motivation. The speaker sets the following goals for himself: "I demonstrate my talent with ease and confidence. I fulfill my life mission well. My professional activity is a source of joy for myself and for others. I am the creator of my life. I show the most beautiful sides of myself."

2. Intention is the pursuit of a particular achievement. Intention is a description of what one wants to be or feel at a particular moment in order to achieve a specific result, an attitude towards oneself and others.

The benefits of intention include a) Setting an intention can be beneficial in all aspects of life. Studies have shown that it can help manage chronic diseases like diabetes, quit bad habits like smoking and drinking, and improve overall mental health. Intentions are celebrated. Goals are rewarded based on results. As in, "We can all improve our mental health by creating, developing, and celebrating intentions."

There are four conditions for correctly defining intentions: a) self-confidence; b) choosing an intention; c) using declarative sentences in the indicative (declarative) tense; d) not forgetting to celebrate the result of the intention.

For every person, the mind is the most powerful resource. Creating intentions for health and well-being helps to determine what is important. Intentions call a person to the desired destination that belongs to him every day, set a roadmap. Intentions to attract love relationships (love, family, friendship) are more pronounced among young people: "I easily reach my love. He accepts me, I believe in myself. I have sincere friends. My heart is open to them. I will marry a person whom I love and who loves me. My friends support me, just as I support them."

A positive intention is like an internal compass. It is a specific desire or goal that we lovingly set for ourselves or others. Setting an intention means consciously deciding what direction to give your day, a project, or even your life.

Words that serve as synonyms in human speech for setting a goal are: hidden and open goal, calculation, decision, desire, project, idea, motive, thought, plan, inclination, will, desire, view.

The intention should be simple, understandable, convincing and accessible to everyone in relation to the goal. Therefore, persuasive speech requires the use of simple words, clear formulas and short sentences.

Intention involves more than what is intended to be achieved. Intention suggests more specific words or more reflection. Purpose suggests a more determined decision. In the case of appeal, it involves the careful implementation of a plan.

Intention is distinguished from implementation, goal from achieving a result, attraction from the desire or decision to manifest itself. These are common and convergent signs of the neuropsycholinguistic process. The purpose of interpersonal communication is to convey information between people in order to better receive and understand the message. This communication allows for the establishment of relationships and the exchange of information between individuals.

3. Charm is the intention to be remembered. Ways to achieve it: a) be careful in conveying the intention, b) not deny yourself with your words, c) talk about feelings that make you feel comfortable, d) maintain the spiritual confidence that the intention will succeed. Charm is a quality inherent in charismatic individuals. « A charismatic leader has some biological characteristics that allow him to stand out from others. These are: 1. Use of different voice frequencies to send messages; 2. Personal biological characteristics; 3. Volume, size, characteristics of emotions such as anger (intimidation); 4. Vocalization; 5. Facial expressions; 6. Posture » [3].

The law of attraction requires this communicative intention.

### **Conclusion**

Every intention, that is, an intention, is expressed by action verbs - to inform, to explain, to persuade, to tell, to describe, etc. This communicative intention must first be constructively established in the brain. Only then can it be thought out, refined, and automated by the human brain, and can it be released from the mold that has been imprinted on it by its own imagination. Communicative intention is like a beacon calling to the horizon, often arising from philosophical, sometimes unconscious choices. National values, ethical-aesthetic rules and moral norms prepare the ground for its bright conscious expression. Communicative intention is its dimensions, which are predictable and serve to achieve them.

Communicative intention motivates a speaker to communicate in a certain way - to inform, persuade, entertain, express emotions, or maintain social relationships.

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