

## LINGUOPRAGMATICS AND SPEECH ETIQUETTE.

Khayrullayeva Nodira Nematilloevna

BukhsU, Englis Linguistics Department

Abduxolikova Sharifa Nodirjon kizi

2<sup>nd</sup> year student

**Annotation:** The article explores three interrelated facets of contemporary communication: online speech etiquette, the linguopragmatic characteristics of comedy and critique, and commercial language manipulation strategies. In the digital age, civility, clarity, and contextual awareness are crucial because communication is increasingly conducted through written internet channels that lack nonverbal clues. The study also looks at how comedy and criticism rely on pragmatic interpretations shaped by relationships, cultural expectations, and social norms. Lastly, the study examines persuasive and deceptive techniques including implicature, assumption, and framing that are employed in commercial speech. When taken as a whole, these subjects show how meaning is influenced by purpose, context, and social norms in addition to linguistic forms, underscoring the significance of linguopragmatic competence for successful communication in modern society.

**Key words:** Linguopragmatics; speech etiquette; online communication; digital discourse; politeness strategies; netiquette; criticism; humor; pragmatic meaning; context; communicative intention; language manipulation; persuasive strategies; advertising discourse; rhetorical devices; pragmatic markers; virtual interaction; media language; sociolinguistics; discourse analysis.

**Introduction**

Human contact has always revolved around communication, but in recent decades, there has been a significant shift in the manner that individuals communicate. New kinds of communication that are very different from conventional face-to-face interaction have been made possible by the quick development of digital technology, social networks, and online platforms. Language users now face new difficulties as a result of these shifts, especially when it comes to comprehending how meaning is created, understood, and occasionally altered in diverse circumstances. As a result, pragmatics—the connection between language, context, and social behavior—becomes more and more important in linguistic studies. Linguopragmatics is a branch of linguistics that studies how language is used in context. It focuses on how meaning is shaped not just by words themselves, but by situations, speakers, listeners, and social rules. In other words, linguopragmatics looks at how people use language appropriately in real-life situations. For example, the sentence “Can you open the window?” linguistically asks about someone’s ability, but pragmatically it is usually understood as a polite request. This field helps explain why the same words can have different meanings depending on the context, and it emphasizes the importance of intention, tone, and social norms in communication. In modern society, communication is no longer limited to face-to-face interactions. The rapid development of digital technologies has transformed the way people communicate, creating new spaces such as social networks, messaging platforms, and online forums. These online environments have brought many opportunities for social interaction, but they have also introduced new challenges

related to politeness, clarity, and the interpretation of meaning. Understanding the principles of speech etiquette in online communication, the linguopragmatic features of criticism and humor, and the manipulation techniques used in advertising language is essential for developing effective communication skills in the digital age. Although these three topics may seem separate, they are deeply connected because they all examine how meaning is shaped by context, intention, and social conventions.

Online speech etiquette, often called netiquette, refers to the norms and rules that guide polite and respectful communication on the internet. Unlike traditional conversations, online communication lacks many nonverbal elements such as facial expressions, gestures, tone of voice, and immediate feedback. Because these cues are absent, misunderstandings occur more easily, and messages can sound harsher or more direct than intended. Therefore, users must be more careful with their choice of words and the way they express themselves. One important aspect of online etiquette is politeness. Simple expressions such as “*please*,” “*thank you*,” and “*excuse me*” help maintain a friendly atmosphere even in written conversations. When writing emails, using appropriate greetings like “*Dear Sir/Madam*” or “*Hello Dr. Brown*” makes the message sound respectful and professional. Another key rule is avoiding the use of ALL CAPS because it is often interpreted as shouting. For instance, writing “SEND IT NOW!” can appear aggressive, whereas “Could you please send it when possible?” sounds more polite and considerate. Clarity is another vital component of online speech etiquette. Messages should be written clearly, with correct punctuation and structure, so the reader can easily understand the meaning. Ambiguous or overly short messages can lead to confusion. For example, replying with a single word like “*fine*” or “*ok*” in a professional conversation may seem uninterested or even rude. Providing complete and understandable sentences helps avoid misinterpretation. Respect is also central to online etiquette. The internet often brings together people from different cultures, backgrounds, and communication styles. What seems normal in one culture might be rude in another. Therefore, users should show tolerance toward different opinions and avoid personal attacks, cyberbullying, or offensive language. In online discussions, instead of writing “You are wrong,” it is more polite to say, “I understand your point, but I see it differently.” Such expressions help maintain a constructive and respectful environment.

In addition, responsible online communication includes avoiding the spread of false information, respecting privacy, and giving credit when sharing someone else’s ideas or content. These rules protect both individuals and communities from misunderstanding and conflict, demonstrating that online etiquette is not only a matter of politeness but also of social responsibility.

## 2. Linguopragmatic Features of Criticism and Humor

Linguopragmatics is a field of linguistics that studies how meaning is influenced by context, intention, and social relationships. Two important forms of communication that rely heavily on pragmatics are criticism and humor. Both can be easily misunderstood if the context is not clear or if the speaker and listener do not share the same cultural or social background. Criticism involves expressing a negative evaluation or pointing out a mistake. However, criticism is not only about what is said, but also about how it is said. Direct criticism can hurt feelings or damage relationships, so speakers often use pragmatic strategies to soften the message. These strategies include hedges (maybe, perhaps, a bit), indirect phrasing, or combining positive and

negative comments. For example, instead of saying “Your presentation was bad,” a more polite and pragmatic version would be “Your presentation had good ideas, but maybe you could speak a bit more clearly next time.” Cultural differences also play a major role in criticism. In some cultures, direct criticism is considered normal and honest, while in others, maintaining harmony and avoiding conflict is more important. Linguopragmatics helps explain why certain forms of criticism are acceptable in one social context but inappropriate in another. Humor is another form of communication that depends heavily on context. A joke that is funny to one person may be offensive or confusing to another. Humor often relies on wordplay, irony, exaggeration, or shared cultural references. Understanding humor requires both linguistic knowledge and social knowledge. For example, ironic humor expresses the opposite of what is literally said. If a person says, “Great weather!” during a storm, the literal meaning is positive, but the pragmatic meaning is negative. Without understanding the context, the listener might not realize the speaker is joking. Humor can strengthen relationships and reduce tension, but it can also cause conflict if used in the wrong context. In online communication, humor is even more difficult to understand because the reader cannot hear the speaker’s tone or see their facial expression. This often leads to misunderstandings, showing how closely humor is connected to linguopragmatics. Both criticism and humor play important roles in online communication. When used respectfully, they can enrich conversations and build stronger interactions. But because online communication lacks nonverbal cues, the risk of misunderstanding humor or criticism becomes much higher. This is why netiquette encourages clarity, politeness, and careful word choice. Advertising language is designed not only to inform consumers but also to persuade them. Advertisers use a range of linguopragmatic strategies to influence people’s thoughts, emotions, and decisions. These techniques are subtle, often working on a subconscious level, which makes them particularly powerful.

One common technique is exaggeration, or hyperbole. Advertisements often promise results that sound impressive but may not be realistic, such as “This cream will make you look ten years younger.” Another widely used strategy is emotional appeal. Advertisers connect products with positive emotions such as happiness, love, or success. For example, an advertisement for children’s toys might say, “Give your child the happiness they deserve,” suggesting that buying the product is an act of good parenting. Another technique is the bandwagon effect, which encourages consumers to follow the majority. Phrases like “Join millions who use this product” make people feel that choosing the product is socially approved or popular. Scarcity is also used to create urgency—statements like “Only a few left in stock!” pressure consumers to make quick decisions. More advanced manipulative techniques include *framing*, *presupposition*, and *implicature*. Framing shapes how information is perceived. For example, “95% fat-free” sounds healthier than “contains 5% fat.” Presupposition makes consumers accept hidden assumptions. The phrase “Upgrade your lifestyle” implies that the consumer’s current lifestyle needs improvement. Implicature suggests a meaning without expressing it directly. For example, “Because you deserve better” implies that buying the product will improve the consumer’s life, even though this is not directly stated.

These manipulative techniques show how advertisers carefully choose words and strategies that influence interpretation. Linguopragmatics helps us understand how these messages work and how language can shape beliefs and behavior.

## Conclusion

Although speech etiquette in online communication, the linguopragmatic features of criticism and humor, and manipulation techniques in advertising language may seem like different areas of study, they are deeply interconnected. All three topics highlight the importance of context, intention, and social norms in shaping meaning. In online environments, people must adapt their communication to avoid misunderstandings. In criticism and humor, speakers must consider the relationship between literal meaning and pragmatic meaning. In advertising, language is strategically designed to manipulate perception and guide consumer behavior. Understanding these aspects not only improves communication skills but also helps individuals think critically about the messages they encounter in digital spaces. Linguopragmatic awareness enables people to communicate more effectively, interpret meaning more accurately, and protect themselves from manipulation. In a world where communication increasingly takes place online and where persuasive messages surround us at every moment, developing these skills is essential for responsible and intelligent participation in modern society.

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