

## PRAGMATIC FUNCTIONS OF TEMPORAL LINGUISTIC UNITS IN PUBLICISTIC DISCOURSE

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**Abstract:** This article investigates the pragmatic functions of temporal linguistic units in publicistic discourse. Using a pragmalinguistic and discourse-analytic approach, the study examines how temporal markers such as tense forms, temporal adverbs, and time deixis operate beyond their nominative function. The analysis demonstrates that temporal unit's express subjectivity, create urgency, generate implicatures, and serve as tools of evaluation and manipulation in media texts. The findings confirm the close interaction between semantics and pragmatics and highlight the role of temporal framing in influencing public opinion.

**Keywords:** pragmatics, temporal linguistic units, publicistic discourse, implicature, evaluation, media language.

**Annotatsiya:** Mazkur maqolada publitsistik diskursda temporal lingistik birliklarning pragmatik funksiyalari tahlil qilinadi. Pragmalingistik va diskursiv yondashuv asosida zamon shakllari, vaqt ravishlari va vaqt deyksisi nominativ vazifadan tashqari qanday pragmatik ma'nolarni ifodalashi ko'rsatib beriladi. Tadqiqot natijalari temporal birliklar subyektivlikni ifodalashi, dolzarblik va shoshilinchlik yaratishi, implikaturalar hosil qilishi hamda baholovchi va manipulyativ funksiyalarni bajarishini tasdiqlaydi.

**Kalit so'zlar:** pragmatika, temporal birliklar, publitsistik diskurs, implikatura, baholash, OAV tili.

**Аннотация:** В статье рассматриваются прагматические функции темпоральных языковых единиц в публицистическом дискурсе. На основе прагмалингвистического и дискурсивного анализа исследуется функционирование временных форм, временных наречий и дейктика времени. Показано, что темпоральные единицы выполняют оценочную, экспрессивную и манипулятивную функции, формируют имплицитные смыслы и воздействуют на интерпретацию событий адресатом. Результаты подтверждают неразрывную связь семантики и прагматики и антропоцентрический характер медиадискурса.



Ключевые слова: pragmatika, темпоральные единицы, публицистический дискурс, импликатура, оценочность, язык СМИ.

### **INTRODUCTION.**

The emergence and active use of new lexical units in language are closely connected with their pragmatic orientation and communicative purpose. In modern linguistics, pragmatics studies language as a means of social interaction and focuses on how linguistic units are used by speakers to influence the addressee's thinking, interpret reality, and shape communicative behavior. From a pragmatic point of view, meaning is not limited to the lexical or grammatical structure of a word; rather, it is formed through context, culture, and discourse, which determine how an utterance is understood in real communication.

Pragmatics primarily examines how lexical units function in speech, the speaker's intentions, and the addressee's response, as well as the interaction between communicants. These aspects become especially important in publicistic discourse, which is persuasive, evaluative, and socially oriented. In such texts, temporal linguistic units such as tense forms, temporal adverbs, deixis, and time-related lexical markers play a key role in organizing discourse, presenting events, and shaping readers' understanding of social, political, and cultural processes.[2]

Through the pragmatic use of temporal units, journalists and publicists can emphasize urgency, relevance, continuity, or completeness of events. By highlighting or downplaying time references, publicistic texts create specific narratives of progress, crisis, inevitability, or repetition, which strongly affect the audience. Therefore, temporal linguistic units function not only as markers of time but also as pragmatic tools that guide interpretation and influence public opinion.

The theoretical foundations of pragmatics were established in the works of Bertrand Russell, Charles Stevenson, Richard Hare, Ferenc Kiefer, H. P. Grice, and J. L. Austin. Their studies introduced key ideas such as speaker intention, implicature, and speech acts. These concepts were further developed by scholars including N. D. Arutyunova, V. Z. Demyankov, Yu. S. Stepanov, and Yu. D. Apresyan, who highlighted the close relationship between lexical meaning, discourse, and communicative intention.[5]

An important part of pragmatic competence is cultural awareness. Researchers point out that successful communication in a foreign language requires knowledge of the cultural norms and discourse conventions of its speakers. Without such knowledge, communication may lead to misunderstanding or pragmatic failure. This is especially true for temporal meanings, which are often culture-specific and dependent on discourse context. Understanding the pragmatic



meaning of temporal units allows readers to recognize implicit evaluations, attitudes, and ideological positions in publicistic texts.

Thus, the study of pragmatic functions of temporal linguistic units in publicistic discourse is highly relevant. It helps to explain how time is linguistically represented and pragmatically used in media texts, and how language influences perception, interpretation, and social awareness.

**LITERATURE REVIEW AND METHODOLOGY.** The article employs a pragmalinguistic and discourse-analytic approach to examine the pragmatic functions of temporal linguistic units in publicistic discourse. The analysis is based on materials drawn from contemporary newspaper articles and online media texts, which represent one of the most influential forms of mass communication. Publicistic discourse is selected as the object of analysis due to its strong persuasive orientation and its active use of temporal expressions to frame events, guide interpretation, and shape public opinion.[1]

The research focuses on a wide range of temporal linguistic units, including grammatical tense forms, temporal adverbs, expressions of time deixis, and lexemes with temporal semantics. These units are analyzed not only in terms of their formal and semantic properties, but primarily from the perspective of their pragmatic function in context, that is, how they reflect the speaker's communicative intention and influence the addressee's perception of reality.

The theoretical foundation of the study is grounded in the key principles of linguistic pragmatics developed by Yu. D. Apresyan, E. V. Paducheva, and N. D. Arutyunova. These scholars view linguistic meaning as inherently anthropocentric and inseparable from the speaker, the addressee, and the specific communicative situation.[5] Their ideas provide a conceptual basis for interpreting temporal units as carriers of subjective evaluation, emotional coloring, and pragmatic orientation in media texts.

In addition, the study draws on the theory of speech acts proposed by J. L. Austin and further developed by John Searle. This theoretical framework makes it possible to analyze temporal expressions as part of illocutionary acts, revealing how references to time contribute to the realization of the speaker's intentions, such as informing, persuading, warning, or justifying. Temporal units are therefore examined in relation to their illocutionary and perlocutionary effects within publicistic discourse.

A significant role in the interpretation of implicit temporal meanings is played by the theory of conversational implicatures formulated by H. P. Grice.[1] This theory allows for the identification of meanings that are not explicitly stated but are inferred by the addressee on the



basis of context, background knowledge, and shared communicative conventions. In media texts, temporal expressions often generate such implicatures by suggesting urgency, continuity, inevitability, or postponement without direct verbalization.

Methodologically, the research involves several interrelated stages. First, a contextual analysis is conducted to examine how temporal units function within specific textual environments and communicative situations. Second, the pragmatic components of temporal expressions such as evaluation, subjectivity, emotional coloring, and urgency are identified and described. Third, an interpretative analysis of implicatures is carried out in order to reveal implicit temporal meanings and their persuasive potential. Finally, the analysis is supported by illustrative examples from Uzbek-language media texts, which demonstrate how temporal linguistic units operate pragmatically in real publicistic discourse.[3]

The combination of pragmalinguistic, discourse-analytic, and interpretative methods ensure a comprehensive examination of temporal linguistic units as pragmatic tools in media communication.

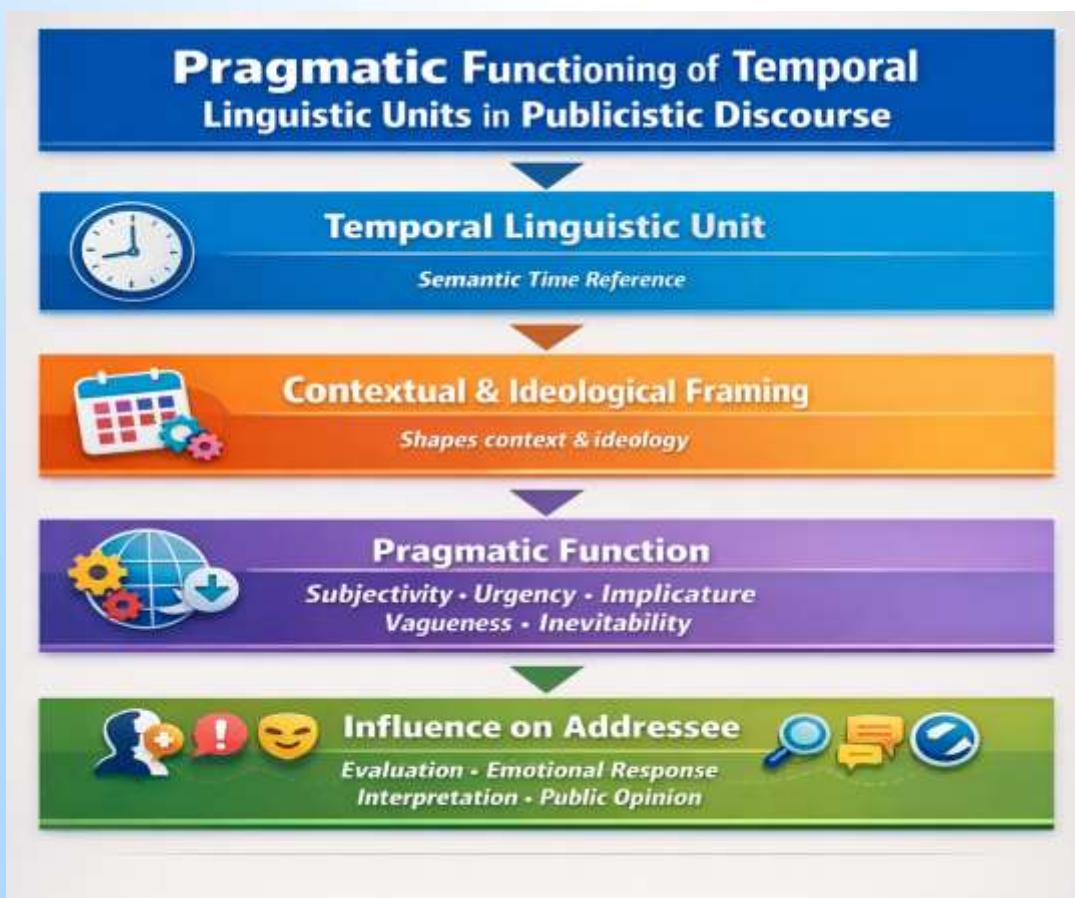
## **RESULTS.**

The analysis demonstrates that temporal linguistic units in publicistic discourse perform a range of pragmatic functions that go far beyond their basic nominative role of indicating time. In media texts, temporal markers operate as strategic tools that help authors express evaluation, guide interpretation, and influence the addressee's perception of events.

The infographic visually represents the pragmatic functioning of temporal linguistic units in publicistic discourse. (Figure 1) It illustrates the progression from semantic time reference through contextual and ideological framing to pragmatic functions such as subjectivity, urgency, implicature, vagueness, and inevitability. The scheme demonstrates how temporal markers move beyond neutral time indication to influence the addressee's evaluation, emotional response, interpretation, and formation of public opinion.

Expression of the speaker's subjective attitude. One of the most important pragmatic functions of temporal units is the expression of the speaker's subjective attitude toward reality. As emphasized by Yu. D. Apresyan, pragmatic meaning reflects the speaker's position, evaluation, and personal stance toward the described situation. In publicistic discourse, this subjectivity is often encoded through seemingly neutral temporal expressions.[6]





**Figure 1. Pragmatic Functioning of Temporal Linguistic Units in Publicistic Discourse**

Example: Bugun mamlakat taraqqiyotida yangi bosqich boshlandi. (“Today marks a new stage in the country’s development.”) In this sentence, the temporal adverb bugun (“today”) does not merely indicate the current day. Pragmatically, it highlights significance, novelty, and historical importance, creating a positive evaluative background. The event is presented as meaningful and decisive, encouraging the reader to perceive it as a turning point.

Creation of urgency and relevance. Temporal units are frequently used to construct a sense of urgency and to emphasize the relevance of events. By contrasting different time references, journalists intensify emotional impact and motivate the addressee toward a particular interpretation or reaction.

Example: Hozir choralar ko‘rilmasa, ertaga kech bo‘lishi mumkin. (“If measures are not taken now, tomorrow it may be too late.”) Here, the opposition between hozir (“now”) and ertaga (“tomorrow”) pragmatically strengthens the warning. The reader is encouraged to perceive the situation as critical and time-sensitive. Such constructions are typical of publicistic texts dealing with social, political, or economic problems, where urgency serves as a persuasive strategy.

**Formation of implicit meanings (implicatures).** Temporal expressions in publicistic discourse often generate implicit meanings, or implicatures, where the intended message exceeds the literal meaning of the utterance. According to H. P. Grice, communication involves not only what is explicitly said, but also what is meant and inferred by the addressee.

Example: So‘nggi yillarda bu muammo tez-tez tilga olinmoqda. (“In recent years, this problem has been mentioned frequently.”) Although the sentence appears neutral, the phrase so‘nggi yillarda (“in recent years”) pragmatically implies persistence, stagnation, or unresolved issues. The reader may infer that despite ongoing discussion, effective solutions have not been implemented. Thus, temporal units serve as indirect evaluative tools without explicit criticism.

**Evaluation and manipulation through vagueness.** Another important pragmatic function of temporal units is their role in evaluation and manipulation through indefinite or vague time references. Such expressions allow media authors to avoid specificity, responsibility, or concrete commitments, which is especially common in political and official discourse.

Example: Kelgusida islohotlar davom ettiriladi. (“Reforms will continue in the future.”) The temporal lexeme kelgusida (“in the future”) lacks precise temporal boundaries. Pragmatically, this vagueness creates an impression of planned action while concealing uncertainty or the absence of clear deadlines. As a result, the statement sounds optimistic but remains non-committal, which is characteristic of persuasive publicistic language.

**Construction of continuity and inevitability.** Temporal linguistic units are also used to construct narratives of continuity, stability, or inevitability. Expressions such as doimo, har doim, yillar davomida (“always”, “for years”) suggest that certain processes are natural, habitual, or unavoidable.

Example: Bu soha yillar davomida rivojlanib kelmoqda. (“This sector has been developing for years.”) The temporal phrase reinforces the idea of steady progress and inevitability, discouraging doubt or criticism and shaping a favorable perception.

The results indicate that temporal linguistic units in publicistic discourse function as powerful pragmatic instruments. They express subjectivity, create urgency, generate implicatures, enable manipulation through vagueness, and construct evaluative narratives. Through these mechanisms, temporal expressions actively participate in shaping public opinion and influencing the addressee’s interpretation of reality.

**DISCUSSION.** The obtained results confirm that pragmatics cannot be separated from semantics, a position consistently emphasized by E. V. Paducheva. Temporal linguistic units



simultaneously carry semantic meaning related to time reference and pragmatic meaning shaped by context, ideology, and the speaker's communicative intention. In publicistic discourse, time expressions rarely function as neutral indicators of chronology; instead, they are embedded in evaluative and persuasive strategies aimed at influencing the addressee.

From an anthropocentric perspective, temporal units reflect the speaker's subjective view of reality and their intention to guide the reader's interpretation. This observation corresponds to the ideas of Yu. D. Apresyan, who argues that pragmatic meaning always contains the speaker's attitude toward the described situation. In media texts, such attitudes are often encoded implicitly through temporal markers, making evaluation less explicit but more effective.

In line with the approach proposed by N. D. Arutyunova, the interaction between the speaker, the addressee, and the communicative situation plays a central role in pragmatic interpretation. Temporal linguistic units allow journalists to manage this interaction by directing the reader's attention to specific aspects of events, framing them as urgent, repetitive, inevitable, or temporary. Through such framing, authors can subtly shape public perception without overtly expressing personal judgments. As the analysis shows, temporal units help journalists:

- A) focus the reader's attention on the relevance or significance of events;
- B) present situations as requiring immediate action or, conversely, as distant and non-urgent;
- C) construct narratives of continuity, crisis, or progress;
- D) express evaluation indirectly, avoiding open criticism or responsibility.

These functions highlight the persuasive potential of temporal expressions in publicistic discourse. The findings also support the theory of conversational implicatures developed by H. P. Grice. Temporal markers often operate implicitly, and their pragmatic meaning is derived not from the literal content of the utterance but from shared background knowledge and contextual assumptions. In many cases, readers are expected to infer additional meanings, such as inefficiency, delay, or inevitability, based on temporal references. This mechanism is particularly evident in metaphorical and ironic uses of time expressions, where what is meant significantly exceeds what is explicitly stated.

Moreover, the study reveals a close connection between temporal linguistic units and euphemistic strategies in media discourse. Future-oriented or indefinite temporal expressions are frequently used to soften, obscure, or mask problematic realities: Muammo vaqtinchalik qiyinchilik sifatida baholanmoqda. ("The problem is being described as a temporary



difficulty.”) In this example, the temporal adjective vaqtinchalik (“temporary”) pragmatically minimizes the seriousness of the issue and creates an impression of controllability and short duration. Such usage demonstrates how temporal expressions function as tools of manipulation and persuasion rather than as neutral descriptors of time. By postponing responsibility or suggesting eventual resolution, journalists can reduce negative emotional reactions and align readers with a preferred interpretation.

The discussion confirms that temporal linguistic units in publicistic discourse function as powerful pragmatic instruments. They embody the anthropocentric nature of language, reflect the speaker’s intentions and ideological position, and actively influence the addressee’s perception and interpretation of reality. Through temporal framing, media texts construct specific worldviews, shape social attitudes, and contribute to the formation of public opinion.

### **CONCLUSION.**

The study shows that temporal linguistic units in publicistic discourse function not only as markers of time but as powerful pragmatic tools. They express the speaker’s subjective attitude, create urgency and relevance, generate implicit meanings, enable evaluative manipulation through vagueness, and construct narratives of continuity and inevitability. Through these functions, temporal units actively influence the addressee’s interpretation of events and contribute to shaping public opinion, reflecting the anthropocentric and persuasive nature of media discourse.

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