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PRAGMATIC CHARACTERISTICS OF FACIAL DEIXIS

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Abstract

This paper examines the pragmatic characteristics of facial deixis as a key category in communicative linguistics and pragmatics. Particular attention is paid to the dependence of the interpretation of facial deictic units on the communicative situation, the context of communication, and the speaker's intentions. The egocentric nature of facial deixis is analyzed, as well as its role in reflecting social and role relationships between communicants. The paper demonstrates that personal pronouns and other means of expressing facial deixis lack stable meaning outside of a specific speech act and acquire pragmatic significance only in real-life communication. Pragmatic parameters such as subjectivity, intentionality, politeness, and the manipulative potential of facial deixis are examined. Examples of facial deixis functioning in various types of discourse, including everyday, artistic, and institutional, are provided. The research results can be used in courses on pragmatics, communication theory, and discourse analysis, as well as in further linguistic research on deixis.

Keywords

facial deixis, pragmatics, communicative situation, personal pronouns, speaker, addressee, context, egocentricity, intentionality, speech interaction, social roles, politeness, discourse, deictic center.

Introduction

In modern linguistics, particular attention is paid to the study of language as a means of communicative interaction, functioning in a specific speech situation. In this context, pragmatics occupies an important place, as it aims to analyze the relationship between linguistic units and the participants in communication, their intentions, and the conditions of communication. One of the most important pragmatic categories is deixis, which reflects the dependence of linguistic meaning on the context of a speech act. Facial deixis is a special mechanism of linguistic reference that ensures the correlation of an utterance with the speaker, addressee, and other participants in the communication. Personal pronouns and other persons represent a special mechanism of linguistic reference that ensures the correlation of an utterance with the speaker, addressee, and other participants in the communication. Personal pronouns and other means of expressing facial deixis perform not only a nominative but also a pragmatic function, as they participate in the formation of communicative roles, the expression of the speaker's subjective position, and the establishment of interpersonal relationships.

The relevance of this study is determined by the need for a comprehensive analysis of the pragmatic characteristics of facial deixis, such as intentionality, egocentricity, contextual determinacy, and social marking. In real-life communication, the meaning of facial deictic units varies depending on the type of discourse, the communicative situation, and the speaker's goals, necessitating their consideration within a pragmatic approach. The aim of this paper is to identify and describe the pragmatic characteristics of facial deixis in modern language. Unlike lexical units with relatively stable meanings, facial deictic units, primarily personal pronouns, acquire specific meaning only during communication. Their interpretation is impossible without considering pragmatic factors such as the speaker, addressee, communicative purpose, and

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context of the utterance. As a pragmatic category, facial deixis orients the utterance relative to the participants in the communication. It allows one to determine who is the source of the speech, to whom it is addressed, and which participants are involved in the communicative process. Thus, facial deixis connects the linguistic form with the specific situation of speech interaction.

The speaker occupies a central place in the deictic system, from whose position the entire system of facial cues is constructed. The speaker forms the deictic center, relative to which all other participants in communication are related. The pronoun "I" refers to the speaker, "you" to the addressee, and third-person forms designate persons not directly involved in the speech act. The addressee is also an important element of the deictic system, as they determine the focus of the utterance and influence the choice of linguistic means. The interaction between speaker and addressee shapes the pragmatic structure of communication, within which person deixis functions to assign communicative roles.

The egocentric nature of facial deixis is evident in the fact that all facial cues are related to the speaker's position as the subject of speech. Even when the speaker changes, the deictic center automatically shifts, confirming the dynamic nature of deixis. However, the interpretation of facial deixis depends not only on the speaker but also on the specific communicative situation. The communicative situation includes the social roles of the participants, the degree of formality of the communication, and the context of the utterance. It is this context that determines the pragmatic meaning of facial deictic units, influencing their interpretation and communicative effect. Thus, facial deixis is a complex pragmatic category whose functioning is possible only in the context of real speech interaction.

Intentionality and subjectivity are the most important pragmatic characteristics of the use of personal deictic devices. The use of the pronouns "I," "we," "you," and "you" reflects not only the grammatical person but also the speaker's communicative intentions. Through the choice of facial forms, the speaker expresses their subjective position, attitude toward the message, and level of involvement in the speech act. For example, the use of the form "we" instead of "ya" may indicate the speaker's desire to reduce personal responsibility or, conversely, emphasize the collective nature of the utterance. Facial deixis also plays a significant role in expressing the social roles and status of participants in communication. The choice of personal pronouns is determined by social parameters of communication, such as age, professional status, degree of closeness, and hierarchical relationships between communicants. In Russian, this is particularly evident in the contrast between the forms "ty" and "vy," which serve as a means of marking social distance and status differences.

Politeness and speech etiquette significantly influence the functioning of facial deixis. Polite strategies are implemented through the conscious choice of facial forms, which help maintain communicative balance and avoid speech conflicts. Using the formal "you" in formal settings or when addressing an unfamiliar interlocutor serves the pragmatic function of respect and distancing, while switching to the informal "ty" can signal a closer or more informal nature of communication. Furthermore, facial deixis has a pronounced manipulative potential in discourse. In political, advertising, and media discourse, personal pronouns are often used to influence the addressee. For example, the inclusive "we" creates the illusion of unity between the speaker and the addressee, creating an effect of solidarity and involvement. Such techniques demonstrate that facial deixis is an effective tool for pragmatic influence and verbal impact in communication.

The interpretation of personal pronouns directly depends on the context of the speech act. Personal pronouns (I, you, we, you) do not have a fixed meaning outside of a specific

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communicative situation and acquire meaning only during communication. Context includes both linguistic elements—previous utterances, discourse structure—and extralinguistic factors: the social status of the participants, the place and time of communication, and the purpose of the utterance. For example, the form "we" can denote collective participation, include the addressee in a group, or be used in political discourse to create the illusion of solidarity, depending on the context. Facial deixis functions in both dialogic and monologic discourse. In dialogues, personal pronouns are oriented toward the direct interaction between the speaker and addressee, ensuring a clear distribution of roles and the communicative focus of the utterance. In monologic discourse, for example, in lectures, literary texts, or public speeches, facial deixis can be conditional: the pronoun "I" can denote the author, narrator, or lyrical subject, while "you" can denote a conventional listener or reader. Thus, interpreting facial deixis in monologue requires reconstructing the communicative context.

Shifting the deictic center is an important pragmatic mechanism. When the speaker changes, the center of deixis automatically shifts to the new subject, influencing the interpretation of all personal pronouns in the discourse. This shift can create a subjective evaluation, emotional coloring, or alter the recipient's perception. In artistic or political discourse, shifting the center is often used to manipulate the audience's attention, establish rapport, or create an effect of involvement. Thus, facial deixis exhibits a dynamic and contextually determined nature, playing a key role in the pragmatics of communication.

Conclusion

This study examined the key pragmatic characteristics of facial deixis as a significant category in communicative linguistics. The analysis revealed that facial deixis plays an important role in organizing speech interaction, ensuring the relevance of the utterance to the participants in the communication and the specific communicative situation. It was established that personal deictic units do not have a fixed meaning outside the context of a speech act and acquire pragmatic significance only in real-life communication.

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