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PROSPECTS FOR THE DEVELOPMENT OF THE PRAGMATIC SYSTEM IN THE CONTEXT OF DIGITAL COMMUNICATION

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Abstract

The article analyzes the current state of the pragmatic system within the context of digital communication and outlines prospects for its future development. In particular, it provides a scholarly examination of the impact of artificial intelligence technologies, generative text systems, and multimodal communication tools on the pragmatic system, as well as their influence on the semantics and functions of linguistic units.

Keywords: Digital communication, pragmatic system, digital discourse, transformation, artificial intelligence, multimodality, pragmatic tools, corpus linguistics.

Introduction

In modern society, the rapid development of information and communication technologies is fundamentally transforming the form and content of human communication. Communication conducted via social networks, messaging apps, video conferencing platforms, and AI-driven conversational systems is taking shape based on unique pragmatic principles. Today, this pragmatic system



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manifests not as a static phenomenon, but as a dynamic system undergoing constant transformation in response to changes in the technological environment.

Analysis and Results

In this context, determining not only the current state of the pragmatic system within the realm of digital communication but also its future trajectories of development is a pressing task for modern linguistics. Linguists such as J.T. Hancock, M. Naaman, and C. Levy characterize AI-mediated communication as a form of interaction in which a computational system can modify, augment, or generate a message on behalf of a human [1].

In recent years, digital communication has been shifting from a text-based format toward a multimodal one—integrating text, audio, images, video, and emotional symbols. Interactions involving voice messages, video messages, and AI-driven chatbots are introducing new changes to the pragmatic system. The role of artificial intelligence in communication is likely to deepen further. G. Endacott, a researcher in this field, has studied autonomous AI communication technologies and notes that certain systems can make decisions on the user's behalf and convey those decisions to others [2].

Interactions with generative AI systems—such as chatbots and virtual assistants—are exhibiting pragmatic characteristics that differ from those found in human-to-human communication. In particular, observations indicate a simplification of forms of address in user interactions with artificial intelligence, a shift in the ratio of commands to requests, and a functional redistribution of emotional-expressive means. It is quite possible that these phenomena will lay the foundation for an independent branch of pragmatics—one that could be termed the “pragmatics of human-machine communication”.



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Nowadays, emojis, hashtags, and pragmapunctuation markers are increasingly performing not only emotional but also grammatical-syntactic functions. In the future, further standardization of these elements—and, in some cases, the emergence of new graphic-pragmatic symbols—is anticipated. Such processes could lead to a further blurring of the traditional boundaries between written and spoken communication.

The experience of linguist Y. Kuriyozov and his co-authors in developing a specialized model for the Uzbek language leads to a significant conclusion: the digital future of the Uzbek language is inextricably linked not only to the use of general multilingual systems but also to language-specific resources, testing criteria, and philological expertise [3]. Due to the global nature of the digital space, users increasingly need to communicate in multiple languages and across diverse cultural contexts. This drives a trend toward integrating pragmatic tools and strategies adopted from other languages into the digital pragmatic system of Uzbek. Investigating this process from a comparative-typological perspective holds significant scientific importance for future research.

In the study of digital pragmatic systems, analyzing large-scale language corpora using machine learning methods—alongside traditional qualitative analysis—is emerging as a promising approach. Integrating corpus and computational linguistics methods with pragma linguistic analysis enables a more precise characterization of digital discourse pragmatics based on quantitative data. The rapid evolution of pragmatic systems within the context of digital communication also imposes new demands on language teaching methodology. In particular, there is a growing need to teach students the fundamentals of digital communication pragmatics, media literacy, and digital ethics within higher education institutions. Integrating the findings of pragma linguistic research into



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curricula and developing specialized methodological guides for educators could be identified as promising future directions.

The future of Uzbek digital communication is likely to be shaped by three key processes: the hybridization of communicative authorship, the technological adaptation of pragmatic norms, and the emergence of new linguistic-met pragmatic criteria for authenticity and trust. Forecasting the developmental trends of the pragmatic system is significant not only for theoretical linguistics but also for practical fields such as mass media, digital marketing, and the digitalization of public services. This is because effective communication and the establishment of appropriate pragmatic connections with an audience in the digital environment depend largely on a correct understanding of users' pragmatic expectations. Therefore, the scientific monitoring of the pragmatic system's evolution should be viewed as an ongoing process of practical importance.

Conclusion

In conclusion, within the context of digital communication, the pragmatic system is undergoing continuous development and transformation; its future trends are inextricably linked to technological progress, particularly the advancement of artificial intelligence and multimodal communication tools. Scientifically forecasting the future development of the pragmatic system is significant not only for theoretical linguistics but also for practical fields such as education, mass communication, and the development of artificial intelligence technologies. Further research in this area will serve to enrich the theory of digital discourse pragmatics within Uzbek linguistics.



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