The pragmatic potential of cultural-enlightenment discourse: a cognitive-linguistic perspective

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ABSTRACT

This article explores the pragmatic potential of cultural-enlightenment discourse as a distinctive form of communicative practice aimed at shaping sociocultural knowledge and values. The study applies a cognitive-pragmatic approach to examine the strategies and mechanisms used to influence the recipient within a national-cultural framework. The research is grounded in contemporary theories of cognitive linguistics, linguistic pragmatics, and discourse studies.

Madaniy-ma'rifiy nutqning amaliy salohiyati: kognitiv tilshunoslik nuqtai nazaridan

ANNOTATSIYA

Ushbu maqola ijtimoiy-madaniy bilim va qadriyatlarni shakllantirishga qaratilgan kommunikativ amaliyotning o'ziga xos shakli sifatida madaniy-ma'rifiy nutqning pragmatik imkoniyatlarini o'rganadi. Tadqiqot milliy-madaniy doirada qabul qiluvchiga ta'sir qilish uchun qo'llaniladigan strategiya va mexanizmlarni o'rganish uchun kognitiv-pragmatik yondashuvni qo'llaydi. Tadqiqot kognitiv lingvistikaning zamonaviy nazariyalari, lingvistik pragmatika va nutq tadqiqotlariga asoslangan.

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Прагматический потенциал культурно-просветительского дискурса: когнитивно-лингвистический подход

Ключевые слова:
культурно-
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стратегии,
пословицы,
культурные коды.

АННОТАЦИЯ

В статье исследуется прагматический потенциал культурно-просветительского дискурса как особой формы коммуникативной практики, направленной на формирование социокультурных знаний и ценностей. В исследовании применяется когнитивно-прагматический подход для изучения стратегий и механизмов воздействия на реципиента в национально-культурных рамках. Исследование основано на современных теориях когнитивной лингвистики, лингвистической прагматики и дискурсологии.

INTRODUCTION

In the era of globalization and technological progress, the relevance of cultural-enlightenment discourse has grown significantly. This form of discourse acts as a medium for transferring cultural values, national identity, and traditional worldviews from one generation to another. It combines informative and persuasive strategies to cultivate a sense of belonging and cultural awareness among recipients. Its pragmatic potential is particularly pronounced in educational, political, and media contexts where ideological influence is pivotal.

This paper seeks to explore the linguistic and cognitive mechanisms that underlie the pragmatic effect of cultural-enlightenment discourse. It aims to uncover how language is used not only to inform but also to shape thought, behavior, and values.

LITERATURE REVIEW

The study of discourse, particularly the relationship between language and culture, has been a major focus of research in both linguistic and cultural studies. One of the key concepts that has emerged from this interdisciplinary field is the idea of pragmatics—the study of language in use, focusing on the social context, communicative intentions, and the relationship between the form and the meaning of utterances. This body of work has led to an increased understanding of the way culture influences discourse and communication.

In recent years, the cognitive-linguistic approach has been applied to explore the intricate relationship between language and cognition, and more specifically, how cognitive processes shape the way we use language in different cultural contexts. According to Lakoff and Johnson (1980), metaphors are integral to human thought and language, influencing not only communication but also shaping perceptions of reality. This perspective has provided insights into the ways in which metaphors in cultural-enlightenment discourse reflect cognitive models that shape cultural understanding.

THEORETICAL BACKGROUND

The study of discourse pragmatics involves understanding how language functions in real communicative situations, taking into account both the speaker's intent and the

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recipient's interpretation. Scholars such as Searle, Grice, and Austin laid the foundation for speech act theory, which highlights the performative aspect of language.

In cultural-enlightenment discourse, the concept of "pragmatic potential" refers to the extent to which discourse can impact the listener or reader on cognitive, emotional, and behavioral levels. Karasik (2000) and Issers (2008) emphasize that pragmatic potential arises from a combination of semantic content, speech strategies, and contextual frameworks. Discourse in this domain often serves not just an informative function, but also a regulatory and transformative one.

Defining Cultural-Enlightenment Discourse. Cultural-enlightenment discourse is characterized by its focus on cultural identity, collective memory, and moral values. It emerges in various communicative domains including education, public speaking, literature, and media. The primary function of this discourse is to instill cultural knowledge, affirm societal norms, and foster national unity.

This discourse type is highly context-dependent and relies on shared cultural codes between the speaker and the audience. Its key features include the use of metaphor, allusion, proverb, evaluative vocabulary, and emotionally charged language. These tools ensure that the message resonates with the audience and aligns with their cultural worldview.

Linguistic Personality and Pragmatic Strategies. The effectiveness of cultural-enlightenment discourse largely depends on the linguistic personality of the speaker. A linguistic personality refers to an individual's language competence, worldview, emotional intelligence, and communicative intent. The speaker constructs the discourse in a way that appeals to shared values, cultural identity, and ethical standards.

Pragmatic strategies employed in this discourse include:

- appeal to tradition and authority: Referencing historical figures, national heroes, or cultural milestones.

- emotional appeal: Using emotionally resonant language to create empathy and solidarity.

- contrast and comparison: Highlighting opposing values such as good vs. evil or progress vs. decay.

- use of proverbs and sayings: Leveraging traditional expressions to reinforce moral lessons.

- narrative structure: Using storytelling techniques to contextualize abstract concepts.

Leon Festinger's theory of cognitive dissonance helps explain how speakers manage ideological resistance. When a recipient's worldview conflicts with the message, discourse can strategically introduce doubt, leading to eventual alignment or change.

Conceptual and Cognitive Framework. The pragmatic impact of discourse is closely linked to how concepts are formed and interpreted. Three interconnected levels form the cognitive framework:

- thesaurus level: represents the speaker's internalized knowledge system, including cultural concepts, stereotypes, and norms.

- cognitive level: describes how language activates mental models, frames, and metaphors that guide understanding.

- pragmatic level: defines the speaker's communicative intent, focusing on desired effects and outcomes.

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- meta concepts such as "Motherland," "Duty," "Unity," and "Wisdom" serve as foundational cognitive anchors. These concepts are embedded in culturally marked expressions and symbolic references. Proverbs such as "Without roots, the tree cannot grow" illustrate the fusion of metaphor and ideology, emphasizing the importance of cultural continuity.

Textual and Stylistic Markers. Cultural-enlightenment discourse is marked by specific stylistic choices, including:

- evaluative and modal vocabulary: words like "must," "should," "honor," "sacred," and "eternal."

- repetitive structures: used to emphasize core values or ideas.

- intertextual references: citations from folklore, literature, or famous speeches.

- aphoristic style: condensed expressions of wisdom that are easy to remember and repeat.

These markers facilitate the internalization of cultural messages. The use of rhythm, rhyme, and parallelism enhances memorability and emotional resonance.

Case Studies and Examples. Let us consider a public speech by a national leader promoting cultural revival. The speech begins with a proverb, evokes historical memory, and concludes with a call to action. The layering of emotional, logical, and ethical appeals ensures wide acceptance. Another example is educational content that embeds cultural codes in narratives about heroes or moral dilemmas. Here, the pragmatic goal is not only to educate but also to socialize young minds into culturally accepted patterns of thought.

CONCLUSION

Cultural-enlightenment discourse functions as a vital instrument of sociocultural transmission and ideological influence. Its pragmatic potential lies in the speaker's ability to activate shared cognitive frameworks and use language strategically to instill values, evoke emotions, and shape behavior. The cognitive-linguistic approach offers valuable insights into how discourse achieves these effects. Future research may explore cross-cultural comparisons of enlightenment discourse or analyze its manifestations in digital media, where new forms of identity and influence are emerging.

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