

**THE IMPORTANCE OF THE STUDY OF AXIOLOGICAL MODE IN  
LINGUISTICS**

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**Annotation:** This article analyzes the essence of the axiological mode, its role in the language system and communicative functions. Also, the mechanisms of expression of the axiological mode through linguistic means, their discursive properties and role in the system of values are scientifically covered. Based on the results of the research, the relevance of the axiological mode in the framework of linguistics and intercultural communication is emphasized.

**Keywords:** axiological mode, evaluativeness, value, discourse, emotionality, linguistic means, communication.

**Introduction**

Language is an important means of expression of human thought and culture, which also reflects a person's attitude to reality. Not only information is transmitted through language units, but also the speaker's assessment, feelings and value views are expressed. In this regard, the axiological approach is one of the important scientific directions in linguistics.

Axiological modus expresses the subject's assessment of reality in speech. This assessment can be positive or negative. In Uzbek linguistics, the expression of axiological attitudes through the category of assessment, emotional-expressive means and pragmatic units has been studied.

The concept of axiological modus

The term "axiology" means the doctrine of values. In linguistics, the axiological approach studies evaluation and value relations expressed through language units.

Axiological modus is a semantic-pragmatic category that expresses the speaker's assessment of reality or phenomena in speech. This category reflects the speaker's subjective attitude, feelings and evaluative views.

**Main part**

Axiological mode is an important linguistic category of language, which is the main means of expressing values and assessments. Its linguistic expression enriches the meaning of speech and increases the effectiveness of communication. Therefore, the study of axiological mode is of great importance in linguistic and communicative research.

Theoretical foundations of axiological mode. "Axiology" is a philosophical doctrine about values, which was first formulated by German philosophers at the end of the 19th century. In linguistics, axiology studies the expression of values through language. Axiological mode is a semantic-pragmatic unit that expresses the evaluative attitude of the subject to reality. It performs informative, reflective (reflective), evaluative and normative functions.

Linguistic expression of axiological mode. The axiological mode is manifested in the language through the following means: Evaluative words: good, bad, beautiful, disgusting, high, weak. Modal units: necessary, possible, necessary, inappropriate. Emotive units: unfortunately, fortunately, pitifully, surprise. Metaphors and phraseologisms: "a heart of stone", "a frank-faced person", "a white-skinned life". Syntactic methods: evaluative sentences, emphatic styles, inversion. For example: "His action was truly heroic." - in this sentence, the assessment and value are expressed subjectively.

Axiological mode and discourse. Discourse is the real use of language in a social context. Axiological mode is especially important in the following types of discourse: Political discourse:

promotes ideological values. Media discourse: shapes social thought. Literary discourse: enriches through aesthetic and moral values. Advertising discourse: gives a positive assessment of products and services. Also, since each culture has its own value system, axiological expressions can be lost in translation or misinterpreted. This requires a careful approach in intercultural communication.

The study of axiological units in Uzbek linguistics. Axiological meanings have been studied in Uzbek linguistics within the framework of the category of evaluation, emotional-expressive means and pragmatic units. Expressing a positive or negative assessment through language units is one of the important aspects of speech.

Axiological attitude can be expressed through the following means:

Lexical means - evaluative words such as good, bad, excellent, wonderful, terrible.

Morphological means - strengthening the meaning of the assessment through affixes.

Syntactic means - expression of the assessment through sentence construction and intonation.

Pragmatic means - assessment that arises through the speech situation and context.

For example, in such combinations as "what a beautiful view" or "very bad situation", the assessment is clearly expressed.

The expression of the axiological mode in speech. In speech, the axiological mode is manifested through various language units. The meaning of the assessment is often expressed through adjectives, adverbs and emotionally-expressive words.

For example: 1. This book is very interesting. 2. This idea is completely wrong.

In the first sentence, a positive assessment is expressed, and in the second sentence, a negative assessment. Thus, the axiological mode reflects the subjective views of the speaker in the speech process.

Axiological meanings are sometimes also manifested through the context. For example, in sarcasm or irony, evaluation can also be expressed in a hidden way.

### Conclusion

Axiological modus is an important semantic-pragmatic unit that expresses a person's evaluative, emotional and normative attitude towards the environment through language. It is a relevant concept that needs to be studied in depth in linguistics, discourse analysis, translation studies and intercultural communication.

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