

kognitiv funktsiyalar, pragmatik strategiyalar, identifikatsiya, onlayn kommunikatsiya.

shakllanishi va ularning kognitiv-pragmatik funktsiyalari tahlil qilinadi. Multimodal elementlar - emojilar, GIFlar, stikerlar, memlar va vizual belgilar - nafaqat ma'lumot yetkazish vositasi, balki his-tuyg'ularni ifodalash, identifikatsiya qurish va auditoriyani jalb qilish uchun muhim kommunikativ vositadir. Maqolada ularning tez assotsiatsiyalar va metaforik fikrlashni faollashtirishdagi roli kognitiv nuqtai nazardan, va odob-axloq qoidalariga rioya qilish, samaradorlikni oshirish va madaniy identifikatsiyani mustahkamlashdagi roli esa pragmatik nuqtai nazardan ta'kidlanadi. Natijada, multimodal vositalar zamonaviy raqamli diskursning ajralmas qismi ekanligi asoslanadi.

КОГНИТИВНО-ПРАГМАТИЧЕСКИЕ МЕХАНИЗМЫ МУЛЬТИМОДАЛЬНЫХ РЕСУРСОВ В ЦИФРОВОЙ КОММУНИКАЦИИ И ИХ ДИСКУРСИВНЫЕ ХАРАКТЕРИСТИКИ

Наргиза Акмаловна Тухтаходжаева

Профессор, PhD

Тошкент Халқаро Молиявий Бошқарув ва Технологиялар Университети

Email: nargiza5123@mail.ru

Тошкент, Узбекистан

О СТАТЬЕ

Ключевые слова: цифровая коммуникация, мультимодальный дискурс, эмодзи, гиф, стикер, мем, когнитивные функции, прагматические стратегии, идентичность, онлайн-коммуникация.

Аннотация: В данной статье анализируется формирование мультимодальных инструментов в цифровой коммуникации и их когнитивно-прагматические функции. Мультимодальные элементы — эмодзи, GIF-изображения, стикеры, мемы и визуальные знаки — служат не только средством передачи информации, но и важным коммуникативным инструментом для выражения эмоций, построения идентичности и вовлечения аудитории. В статье подчеркивается их роль в активации быстрых ассоциаций и метафорического мышления с когнитивной точки зрения, а также в поддержании этикета, повышении эффективности и укреплении культурной идентичности — с прагматической. В результате обосновывается, что мультимодальные инструменты являются неотъемлемой частью современного цифрового дискурса.

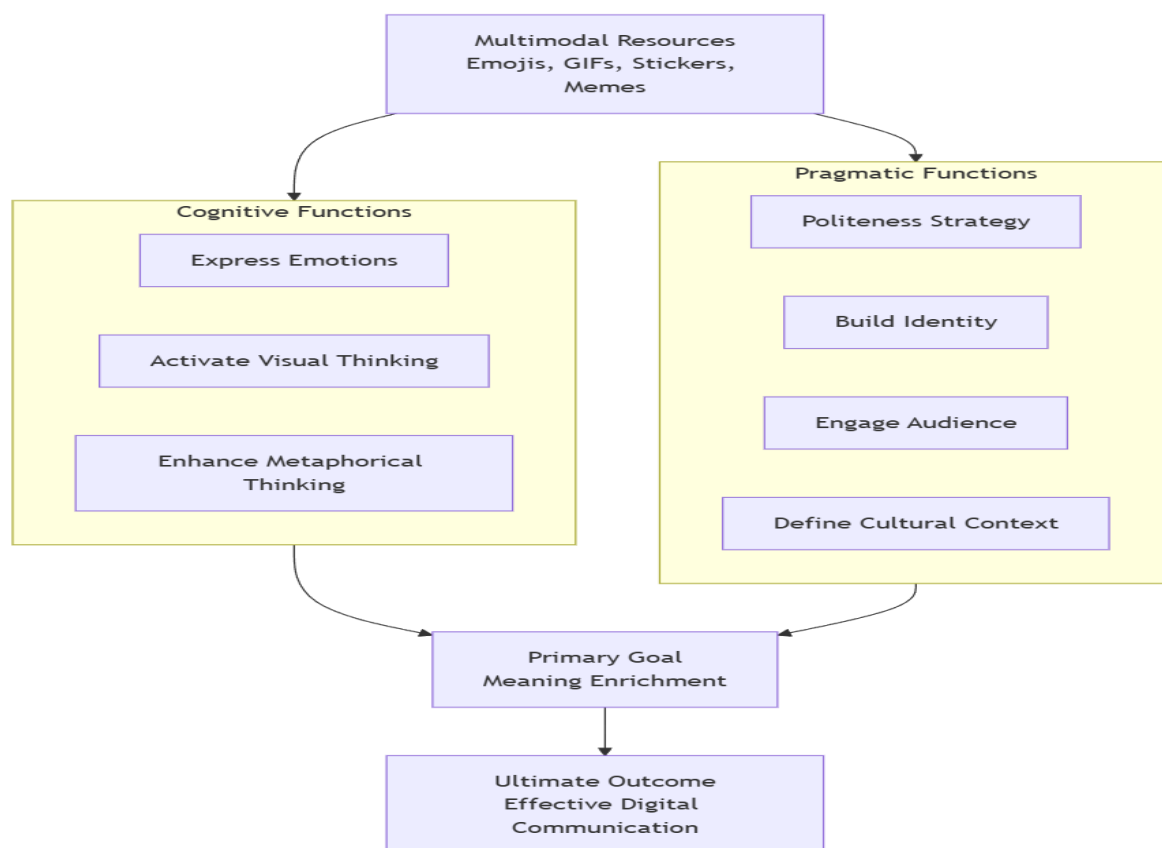
Introduction. Modern communication processes have acquired an unprecedentedly multimodal form in human history. Along with traditional written and oral speech, multimedia tools such as emoji, gif, sticker, meme, image, and video are widely used in digital communication. These tools perform not only informational, but also cognitive (illuminating cognitive processes) and pragmatic (achieving communicative goals) functions. Also, multimodal tools play an important role in users' ability to overcome time and space limitations in the communication process, quickly exchange ideas, and influence the global audience. They impose a stronger emotional and associative meaning than ordinary language units. As a result, digital communication is becoming a complex discourse system that includes not only linguistic but also socio-cultural processes. The widespread use of multimodal tools is associated with the rapid development of the Internet at the end of the 20th century and the beginning of the 21st century. While initially only text was used in email and forums, later visual elements, funny characters (smiles), and animations appeared on chat platforms. Currently, multimodal communication has become the main means of discourse in social networks such as Telegram, Instagram, TikTok, X (Twitter).

Cognitive Functions: In digital communication, multimodal tools perform a number of cognitive functions. Firstly, they allow you to express emotions. For example, through emojis and stickers, a person quickly expresses moods and emotions that cannot be clearly conveyed in words. Secondly, multimodal elements activate visual thinking. Memes, gifs, or short videos provide a lot of information at the same time, prompting quick associations in the user's mind. Thirdly, they strengthen metaphorical thinking. For example, digital metaphors like "reset" are used to explain life processes and thereby help create new concepts.

1. Expressing emotions - Emojis and stickers convey a person's emotions that cannot be clearly expressed in words. For example, the symbol "😊" represents joy, and "😞" represents sadness.
2. Visual Thinking Activation - Memes and GIFs carry a short but rich semantic load. This creates quick associations in the human mind.
3. Strengthening metaphorical thinking - Digital metaphors (for example, denoting a new beginning through "reset") help create new concepts in cognitive processes.

Pragmatic Functions: Multimodal tools in digital communication perform several important pragmatic functions. Firstly, they are used in politeness strategies. For example, an emoji like 😊 or 😊 added after a harsh or critical sentence softens the conversation and protects the interlocutor from discomfort. Secondly, multimodal means are a means of constructing identity. Users create their own brand using unique stickers, memes, or GIFs, or show that they belong to a certain community. Thirdly, they serve to enhance effectiveness and engage the audience. In advertising,

political campaigns, or blogger content, multimodal elements attract an audience faster and more effectively than text. Finally, multimodal tools perform the function of defining the social context. A particular meme or gif is understandable only to representatives of that culture, thereby strengthening the collective identity and strengthening the sense of "us."



Analytical Conclusion Based on the Schematic Breakdown

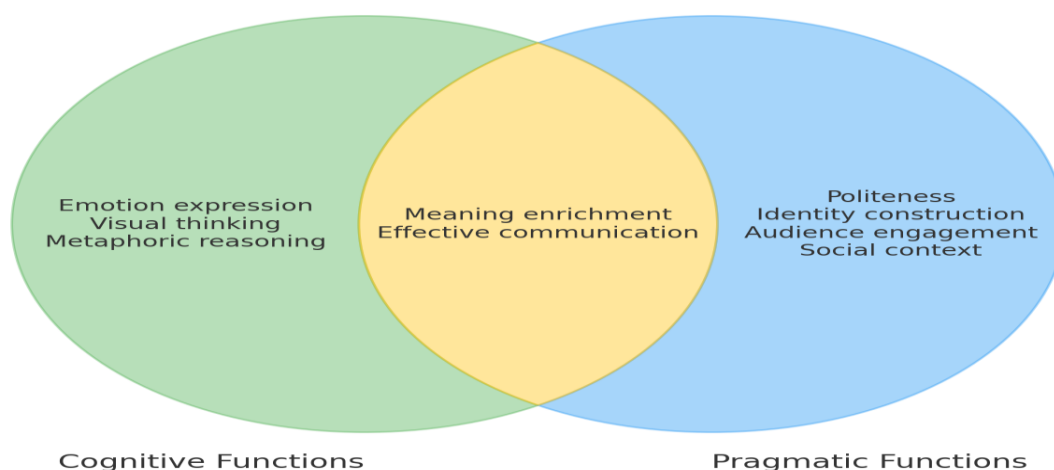
This schematic analysis clearly demonstrates that the article presents a holistic and integrated framework for understanding multimodal resources in digital communication. The core argument is powerfully substantiated by the parallel and interconnected examination of both cognitive and pragmatic dimensions.

The analysis successfully shows that these resources are far from superficial; they are fundamental meaning-making tools. Cognitively, they function as crucial mental shortcuts, enabling efficient emotional expression, visual processing, and abstract conceptualization through metaphor. Pragmatically, they operate as sophisticated social tools essential for navigating interpersonal relationships, constructing identity, and achieving communicative goals within specific cultural contexts. A key strength of the article's framework, highlighted by the schema, is the synergistic relationship between these functions. For instance, the cognitive act of using an emoji to express emotion (e.g., 😊) simultaneously serves the pragmatic strategy of politeness. Similarly, a meme's cognitive function to activate visual thinking is directly tied to its pragmatic function of defining an in-group cultural context.

Furthermore, the schema places this functional analysis within a necessary historical and theoretical context. It acknowledges that this phenomenon is a product of the evolution of digital platforms and must be analyzed through established lenses like social semiotics and discourse analysis, moving beyond pure linguistics to encompass sociocultural studies. In conclusion, the article effectively argues that multimodal resources are the cornerstone of modern digital discourse. They are indispensable for creating understandable, effective, and nuanced human communication online, seamlessly blending thought processes with social strategy. This framework establishes multimodal analysis as a critical and relevant field of study across linguistics, communication theory, and cultural studies.

Conclusion. Digital communication has become one of the most important means of communication between people in today's era of globalization. In it, multimodal elements - emoji, gif, sticker, meme, and other visual symbols - have become not only an additional form of expression, but also an active participant in cognitive and pragmatic processes. From a cognitive point of view, they accelerate human thinking, convey emotions more accurately, and enhance metaphorical thinking. From a pragmatic point of view, multimodal means serve as an important strategy in maintaining etiquette in communication, building identity, attracting the audience, and defining the cultural context. Also, multimodal communication, strengthening the influence of different cultures on each other on a global scale, more clearly demonstrates the interdependence of language and culture. For example, memes or emoji combinations formed in English are rapidly entering other languages. This situation indicates the need to study digital communication not only as a linguistic, but also as a sociocultural process. Consequently, it is impossible to imagine modern digital discourse without the participation of multimodal means. They enrich human communication, make it understandable, and increase its effectiveness. Therefore, the study of the cognitive-pragmatic functions of multimodal tools remains a relevant scientific direction in the field of linguistics, communication theory, cultural studies, and even education.

Cognitive vs Pragmatic Functions in Digital Discourse (Venn Diagram)



This diagram analyzes the cognitive and pragmatic functions of digital communication. Cognitive functions include the expression of emotions, the activation of visual thinking, and the enhancement of metaphorical thinking. Pragmatic functions are related to maintaining politeness, building identity, engaging the audience, and defining the social context.

The intersecting part represents the common tasks inherent in both directions - enrichment of meaning and ensuring effective communication. This shows that multimodal tools play a central role in digital discourse not only in cognitive processes, but also in the social and purposeful aspects of communication.

References:

1. Halliday, M. A. K. *Language as Social Semiotic: The Social Interpretation of Language and Meaning*. London: Edward Arnold.
2. Kress, G., & van Leeuwen, T. *Multimodal Discourse: The Modes and Media of Contemporary Communication*. London: Arnold.
3. Crystal, D. *Language and the Internet*. Cambridge: Cambridge University Press.
4. Herring, S. C. (Ed.). *Computer-mediated Communication: Linguistic, Social, and Cross-Cultural Perspectives*. Amsterdam: John Benjamins.
5. Norris, S. *Analyzing Multimodal Interaction: A Methodological Framework*. London: Routledge.
6. Blommaert, J. *Discourse: A Critical Introduction*. Cambridge: Cambridge University Press.
7. Scollon, R., & Scollon, S. W. *Discourses in Place: Language in the Material World*. London: Routledge.

8. Werry, C. C. Linguistic and interactional features of Internet Relay Chat. In: Herring, S. (Ed.). Computer-Mediated Communication: Linguistic, Social, and Cross-Cultural Perspectives<3. Amsterdam: John Benjamins. pp. 47-63.