

A Contextual-Pragmatic Study of Presupposition and Deixis in Uzbek Media Discourse

DILRABO NAZIRQULOVA ZAFARIDDIN QIZI
Uzbek State World Languages University, Uzbekistan

ABSTRACT

This study explores the pragmatic phenomena of presupposition and deixis within Uzbek media discourse, focusing on how these elements contribute to implicit meaning and contextual anchoring in news communication. Drawing on theoretical frameworks by Frege, Strawson, Levinson, Fillmore, and Arutyunova, the paper categorizes and examines instances of presupposed information and deictic expressions across selected Uzbek news texts. The research identifies various types of presuppositions (existential, factive, lexical, structural, counterfactual) and deictic categories (personal, spatial, temporal, discourse, and social), demonstrating how they function to create shared knowledge, manage speaker-hearer relationships, and shape audience interpretation. By analyzing authentic media examples, the study reveals the subtle mechanisms by which Uzbek journalists embed evaluative meanings and guide reader perception without overt subjectivity. The findings contribute to a deeper understanding of pragmatic strategies in non-Western media contexts and highlight the cultural specificity of Uzbek journalistic language. The study may also support further comparative discourse analysis across languages.

Keywords: Media discourse, deixis, presupposition, pragmatics, news language, discourse analysis, media linguistics, deictic categories, contextual meaning, Uzbek language

INTRODUCTION

Linguopragmatics, as a crucial and dynamic subfield of linguistics, delves into the intricate relationship between language, context, and communication, exploring how meaning is constructed and interpreted beyond the literal sense of words. It provides an indispensable framework for understanding the nuances of human interaction and the underlying intentions conveyed through speech and text. In an increasingly interconnected world, where media plays a pivotal role in shaping public opinion and disseminating information, a pragmatic lens becomes particularly vital for unraveling the complexities of discourse.

This article embarks on an in-depth linguistic exploration, focusing specifically on two foundational concepts within linguopragmatics: presupposition and deixis. While both phenomena are central to how meaning is conveyed implicitly or explicitly in communication, their manifestations and pragmatic functions within diverse linguistic and cultural contents warrant dedicated scholarly attention. Our study aims to shed light on these multifaceted concepts by meticulously analyzing their occurrences and roles within the vibrant landscape of Uzbek media discourse.

The initial phase of our investigation will be dedicated to a thorough review of the theoretical underpinnings of presupposition and deixis. The foundational theoretical exposition is not merely a formality; rather it serves as a robust analytical anchor, providing the necessary conceptual tools and historical perspectives to systematically interpret our empirical findings from Uzbek media texts. By grounding our analysis in established linguistic theories, we seek to ensure the academic rigor and validity of our interpretations, thus enabling a more profound understanding of how these pragmatic mechanisms operate in a specific linguistic and socio-cultural environment.

This theoretical exploration will lay a solid groundwork, allowing us to move beyond mere description to a more explanatory and interpretative analysis of the selected media excerpts, thereby enriching the scholarly understanding of linguopragmatics as applied to the Uzbek language.

Preliminary literature review

According to Thomas Sander's article, "Understanding Frege's notion of presupposition" (Synthese 2021), "Frege's notion of *Voraussetzung* (presupposition) should not be conflated with the contemporary concept of presupposition. Frege's interest in *Voraussetzung* primarily stemmed from the problem of truth-value gaps, and his notion of F-presupposition covers far fewer phenomena than the modern concept" (Sander 2021: 12610).

Azamat Mehmonaliyevich Toshpo'latov, in his conference thesis 'The Study of Presupposition in Uzbek Verbs,' states that the concept of presupposition is linked to the ideas of the German logician G. Frege. He emphasizes that presupposition is the natural basis of a judgment. For instance, in the sentences "Kepler died in poverty" and "Kepler did not die in poverty," there is a natural basis for the judgment that "a person named Kepler existed." G. Frege believed that a main judgment often comes with another hidden judgment. He considered only secondary hidden judgments of existence as presuppositions (Toshpo'latov 2024: 126).

A. Toshpo'latov mentions in his article that the use of the term "presupposition" in linguistics is associated with P. Strawson. He demonstrated that there is a distinct type of implication in language. This type of implication is interpreted very closely to G. Frege's "natural basis." Both authors derive presupposition from the semantic relationship between sentences. This relationship is shown through the formula "X entails Y." In the construction "Mary cleaned the room," there is a presupposition that "the room was dirty." This same presupposition is maintained in the construction "Mary did not clean the room" (Toshpo'latov 2024: 127). The author notes that in Uzbek, various means can serve as the material substrate of presupposition:

- Facultative meaning components of lexical units;
- Particles like *hatto*, *faqat*, *yolg'iz*, *-gina* (not *-gina*), *ham*, *tag'in*, *yana*;
- Conjunctions like *bo'lsa*, *esa*;

- Postpositions like *tashqari*, *boshqa*, *o'zga* ("Besides you, Karim also came"), *bilan*, *birga* ("She was intelligent as well as beautiful"), *o'rniga* ("He plays instead of studying"), etc.

From the analysis of the definitions of presupposition presented above, it is clear that presupposition, as part of pragmatics, is widely used in speech and communication based on context. It functions as a sequence of additional, hidden meanings behind a particular sentence, or, according to N.D. Arutyunova's interpretation, it indicates entry into the semantics of a sentence as the "common knowledge fund of speakers" (Arutyunova 1977: 85). To define it more clearly and simply, presuppositional meanings are those understandings, thoughts, and information that are inferred from a sentence, understood by the specific components of the sentence itself, conveyed by certain lexical means, and understood beyond the main meaning of the sentence. As confirmation of this idea, if we cite the following example from Toshpo'latov's article, our thoughts will become even more profound:

"I can't stand this child. You'll see, one day he'll betray you too" (S. Ahmad, "Jimjitlik"). Through the future tense expression of the verbal phrase, presuppositional meanings such as "the child is not trustworthy" and "he has betrayed before" are understood. (Toshpo'latov 2024: 130)

METHODOLOGY

This qualitative study employs a descriptive analytical approach to investigate the pragmatic phenomena of presupposition and deixis within contemporary Uzbek media discourse. The research aims to identify, classify, and interpret instances of these linguistic features, thereby elucidating their functional roles in constructing meaning and facilitating communication within the specific context of Uzbek media.

Data collection

The primary data for this study consists of authentic texts drawn from various sources of Uzbek media. To ensure a representative

sample and capture a range of communicative contexts, data was systematically collected from:

1. **Online news portals:** Leading Uzbek news websites (e.g., Kun.uz, Xushnudbek.uz) were a primary source, reflecting current events and journalistic styles.
2. **Official telegram channels:** Public channels of state institutions and prominent figures (e.g., Edu.uz, O'zDJTU/UzSWLU/УзГУМЯ, Toshkentliklar) were included to capture formal and informative discourse.
3. **Print media:** Selected articles from national newspapers (e.g., "O'zbekiston ovozi") were analyzed to incorporate more traditional journalistic language.

The selection of media texts was purposive, focusing on articles, news reports, and official announcements that contained rich instances of implicit meanings and contextual references, indicative of presupposition and deixis. The collected data spans various topics, including current affairs, education, culture, and social issues, providing a broad spectrum for analysis.

Data analysis

The analytical procedure adopted for this research is primarily qualitative and interpretive, drawing on established frameworks within pragmatics and discourse analysis. The process involved several stages:

1. **Identification of presuppositional triggers:** Each selected text was meticulously read and annotated to identify sentences or phrases that activated presuppositions. This involved paying close attention to lexical items, grammatical structures (e.g., factive verbs definite descriptions, temporal clauses), and other linguistic cues known to carry presuppositional meanings.
2. **Analysis of presuppositional content:** Once identified, the specific content of each presupposition was explicated. This involved inferring the background assumptions or shared knowledge that the speaker/writer expected the audience to

hold. The pragmatic function of these presuppositions, such as legitimizing actions, establishing common ground, or influencing audience perception, was then analyzed.

3. **identification of deictic categories:** The texts were then scanned for deictic expressions. These were categorized according to their primary function:
 - **Person deixis:** Identification of pronouns (e.g., *men, biz, ular*), proper nouns, and forms of address (*rector, aka*) indicating speaker, addressee, or other referents.
 - **Spatial deixis:** Analysis of demonstratives (*bu, shu, o'sha*), adverbs of place (*bu yerda, u yerda, viloyat*), and verbs of motion that ground utterances in a physical location.
 - **Time deixis:** Examination of temporal adverbs (*hozir, kecha, ertaga*), verb tenses, and temporal phrases (*yangi o'quv yiliga qadar*) that locate events in relation to the moment of utterance.
 - **Social deixis:** Investigation of linguistic choices reflecting social relationships, status, and familiarity (e.g., formal/informal address, honorifics, specific titles)
 - **Discourse deixis:** Identification of linguistic elements (*bular, shuningdek, chunki, shuning uchun*) that refer to parts of ongoing text, contributing to cohesion and coherence.
4. **Pragmatic interpretation of deixis:** For each identified deictic expression, its specific context was examined to determine its pragmatic function. This included analyzing how deixis helped establish spatial and temporal orientation, manage social relations, and create textual cohesion, thereby facilitating the audience's understanding and engagement with the media message.
5. **Contextualization within Uzbek media discourse:** Throughout the analysis, particular attention was paid to how presupposition and deixis were employed to achieve specific communicative goals within the unique characteristics of

Uzbek media, considering its cultural nuances and communicative strategies.

The analysis is primarily informed by key theoretical contributions from prominent scholars in pragmatics. For presupposition, the foundational insights of G. Frege and P. Strawson are central, particularly their emphasis on presupposition as a “natural basis” or “separate type of implication” crucial for the truth-value conditions of sentences. This is complemented by N. D. Arutyunova’s concept of “common knowledge fund”, which is vital for understanding how presuppositions rely on shared background information.

For deixis, the comprehensive frameworks proposed by C. J. Fillmore and S. C. Levinson provide the theoretical backbone, particularly their categorization of deictic types (person, space, time, social and discourse). Insights from Yule’s distinction between “proximal” and “distal” deixis further refine the temporal analysis.

By combining these theoretical perspectives with a detailed textual analysis of authentic Uzbek media examples, this study aims to provide a robust and nuanced understanding of how presupposition and deixis contribute to the pragmatic meaning-making processes in contemporary Uzbek media discourse.

RESULTS AND DISCUSSION

In this section the empirical results of the analysis of presuppositional triggers and deictic expressions found in selected Uzbek media texts are presented. The data are categorized by type and frequency, and interpreted with reference to their pragmatic function in media discourse. Key tendencies are discussed with illustrative examples to highlight how these devices construct implicit meaning and shape audience interpretation.

Based on various views and theories about presupposition we will analyze its unique interpretation using an example from Uzbek media discourse:

✈ *Uzbekistan Airways Pokiston va Hindiston o'rtasidagi vaziyat sababli Yaqin Sharq va Osiyo-Tinch okeani yo'nalishlaridagi parvozlarni jadvaliga o'zgartirish kiritdi.*

Parvozlarni xavfsizligini maksimal darajada ta'minlash maqsadida, shuningdek, Pokiston va Hindiston chegarasi yaqinidagi havo hududidan o'tishga vaqtincha qo'yilgan cheklolarni sababli, Dehli, Mumbai, Bangkok, Kuala-Lumpur, Phuket kabi shaharlar yo'nalishidagi reyslarning marshrutlari o'zgartiriladi.

Shaharlar ro'yxati yangilanishi, marshrutlarga qo'shimcha tuzatishlar kiritilishi mumkin.

Dastlabki, ma'lumotlarga ko'ra, uchish vaqti 1,5 soat va undan ortiqqa uzayishi mumkin.

@xushnubek.uz

“Uzbekistan Airways changed its flights schedule for Middle East and Asia-Pacific destinations due to the situation between Pakistan and India”

To ensure maximum flight safety, and also due to temporary restrictions on passing through airspace near the Pakistan-India border, the routes of flights to cities such as Delhi, Mumbai, Bangkok, Kuala Lumpur, and Phuket will be changed.

The list of cities may be updated, and additional adjustments to routes may be made. According to initial information, flight time may be extended by 1.5 hours or more.

This media discourse, taken from the official Telegram page of Xushnubek.uz, is concise, brief and informative, directly familiarizing the reader with changes related to Uzbekistan airways. We will now examine how the phenomenon of presupposition manifests in this excerpt and what pragmatic function it performs.

✈ *Uzbekistan Airways Pokiston va Hindiston o'rtasidagi vaziyat sababli Yaqin Sharq va Osiyo-Tinch okeani yo'nalishlaridagi parvozlarni jadvaliga o'zgartirish kiritdi.*

From the phrase *Pokiston va Hindiston o'rtasidagi vaziyat sababli* (due to the situation between Pakistan and India) in this news excerpt, we can observe a presupposition that, there is currently some tension or problematic situation between the two countries. The use of this presupposition in the news implies the

audiences awareness of the geopolitical situation in the region. How this is received directly depends on the audience's pre-existing knowledge and attitudes towards the situation.

Parvozlar xavfsizligini maksimal darajada ta'minlash maqsadida, shuningdek, Pokiston va Hindiston chegarasi yaqinidagi havo hududidan o'tishga vaqtinchaqo'yilgan cheklovlar sababli, Dehli, Mumbay, Bangkok, Kuala-Lumpur, Phuket kabi shaharlar yo'nalishidagi reyslarning marshrutlari o'zgartiriladi.

As we can see, the next part of the discourse is directly aimed at justifying the impact of this "situation" on safety.

The presupposition implied by the phrase...*Parvozlar xavfsizligini maksimal darajada ta'minlash maqsadida*, automatically creates meanings such as "the situations between the two countries will inevitably pose a threat to Uzbekistan Airways' routes" and the intensity and precariousness of the situation in these countries may also threaten to Uzbekistan." This phrase implies that human safety is a supreme value for any organization, and the airline, prioritizing human safety, deems its actions necessary, thereby indicating that the changes are justified and warranted.

Pokiston va Hindiston chegarasi yaqinidagi havo hududidan o'tishga vaqtinchaqo'yilgan cheklovlar sababli from this phrase, one can infer the presuppositional meanings that previously passage through the airspace near the Pakistan-India border was permitted and unrestricted. Furthermore, the word *vaqtincha* (temporary) used in the phrase creates the presupposition that these restrictions are not permanent and will return to their normal state once the situation calms down.

Within the pragmatic analysis of Uzbek media discourse, the presuppositions identified in this short news excerpt clearly demonstrate the crucial role of language in conveying hidden meanings. As N. D. Arutyunova emphasized, presuppositions "enter the semantics of a sentence" by appealing to the speaker's "common knowledge fund" (Arutyunova 1977: 85). As we saw in Toshpo'latov's example (Toshpo'latov 2024: 130), the

understanding hidden meanings through verb tenses and lexical units is also reflected in the Uzbekistan Airways news.

This analysis shows that Uzbekistan airways, in its communication, aims to establish effective communication with the audience, by employing a number of strategic presuppositions. The phrase *Pokiston va Hindiston o'rtasidagi vaziyat sababli* presupposes the existing tension in the region, laying the groundwork for the airline's subsequent actions. This presupposition relies on the audience's awareness of geopolitical events and significantly influences the reception of the message. The statement *...parvozlarni xavfsizligini maksimal darajada ta'minlash maqsadida..* demonstrates the airline's presentation of its actions as responsible and necessary steps, prioritizing human safety. The use of the word "temporary" – *vaqtinchali* in the latter part of the news serves to instill hope in passengers and emphasize that the inconvenience is temporary.

Overall the presupposition in this media discourse indicate the airline's intention to legitimize its actions, build a trustworthy relationship with the audience, and convey information concisely and effectively. Future research could focus on how such media message presuppositions are received by the audience, their impact on credibility, and how they are interpreted in different cultural contexts.

Deixis: A key concept in linguopragmatics

Having analyzed the main concepts of linguopragmatics in previous sections of our plan, including speech acts, implicature, and presupposition- the hidden and context-dependent aspects of communication in media discourse-we now turn to deixis, another crucial and integral part of pragmalinguistics.

Deixis (from Greek, meaning "to show" or "to point") is a linguistic phenomenon where the meaning of linguistic units is directly dependent on the speech situation, including the participants (speaker and hearer), time and place (Fillmore 1971; Levinson 1983). While speech acts express the speaker's intention, implicature conveys unsaid meanings, and presupposition reveals underlying beliefs, deixis defines the "here" and "now" of communication, the reciprocal relationship

between participants, and the unique context of the discourse itself.

When examining the definition and essence of deixis, Albanian linguists Ardita Dylgjeri and Ledia Kazazi state in their article 'Deixis in Modern Linguistics and outside' that according to S. C. Levinson (1995), "Deixis is an important area studied in pragmatics, semantics, and linguistics. The term deixis refers to the phenomenon where understanding the meaning of certain words and expressions in speech requires contextual information. Any expressions or words that require contextual information to convey meaning are deictic." Furthermore, "deixis is related to the ways languages encode features of the speech context and also pertains to methods linked to the analysis of word interpretation" (Dylgjeri & Kazazi 2013: 87).

The authors emphasize that deixis is directly related to the specific ways languages express conversational and speech situation features. It is interconnected with sentence interpretation and speech situation analysis. Deictic information is crucial for interpreting a sentence (Dylgjeri & Kazazi 2013: 87).

Tiara Widyaiswara & Risa Arismawati, in their article 'Deixis Types Found in Barack Obama's Speech Text at a Congress Community Muslim-American Event in the Mosque in Balthimore,' refer to Levinson (2011) stating that there are 5 types of deixis. These 5 types include person deixis, time deixis, spatial deixis, social deixis, and discourse deixis. Deixis is a powerful way to politely position yourself among the people you want to communicate with, which you can see from the listener's perspective. Deixis uses speaker characteristics as a reference. Furthermore, deixis actively participates in time spans, physical locations, and relationships between people. Some words in speech that do not have a fixed position can only be analyzed within the context (Tiara Widyaiswara & Risa Arismawati 2021:14).

A theoretical review of deixis types is crucial for analyzing how they manifest in media discourse. One of the main types deixis, considered a key component of linguistic pragmatics, is person deixis. Person deixis, as its name suggests includes

linguistic units that refer to speech participants- the speaker, the hearer, and other referents (Fillmore 1971; Levinson 1983). This type of deixis plays a pivotal role in shaping the content of text and discourse by directly identifying participants in communication and defining their mutual relationships. At the core of person deixis are personal pronouns. They indicate the speaker (first person: *men, siz*), the hearer (second person: *siz*) and other referents not participating in the speech event (third person: he, she, it, they) through grammatical person categories (first, second and third person). Based on these theoretical foundations, we will attempt to reveal the significance of person deixis in creating pragmatic meaning and establishing communication with the audience in Uzbek media discourse:

“Bloggerlar va inflyuenserlar uchun yangi talablar: nimalar o’zgaradi?”

Yangi qonun loyihasiga ko’ra, 10ming va undan ortiq obunachiga ega bo’lgan bloggerlar va inflyuenserlar axborot tarqatishda muayyan talablarga rioya qilishi shart bo’ladi. Ular tarqatayotgan ma’lumotning haqqoniyligi uchun javobgar hisoblanadi.

Several manifestations of person deixis in the given media discourse play a significant role in understanding the text’s content and establishing communication with the audience. For example, the deictic element “ular”(they), a third-person plural pronoun in the sentence *Ular tarqatayotgan ma’lumotning haqqoniyligi uchun javobgar hisoblanadi* (They are responsible for the accuracy of the information they disseminate) refers to “bloggers and influencers with 10.000 or more followers” mentioned at the beginning of the text. The use of this plural pronoun in this sentence identifies a specific group and emphasizes their responsibility in disseminating information. This directs the text’s focus to these content creators.

*Agar noto’g’ri yoki yolg’on ma’lumot tarqalsa, **blogger** o’sha kontentga raddiya berishi yoki **uni** maxsus belgilab qo’yishi kerak bo’ladi.*

In this part of the media discourse, the person deictic element appears in the form of the noun “blogger.” The use of this word in the third-person singular, and the emphasis on “blogger” instead of pronoun “u” (he, she) refers to each of the content creators mentioned above. It serves to encourage all content creators to seriously study the enacted law and engage with it officially.

...uni maxsus belgilab qo'yishi kerak bo'ladi... (...he/she will have to specifically mark it...) The deictic element *uni* (it/him/her) in this fragment refers to the "incorrect or false information" mentioned at the beginning of the sentence. Through this third-person singular in the sentence, the content creator's obligations in case of disseminating false information are clarified, and the pronoun *uni* refers back to the already mentioned object, ensuring the coherence of the text.

Bundan tashqari reklama materiallarini aniq va oshkora belgilash majburiyati ham kiritilmoqda. [tg channel: Toshkentliklar, https://t.me/+6Kq_uxh2KYUzMjhi]

In this sentence, the deictic element is not overtly expressed but appears implicitly. We can see that the grammatical form of the verb "*Kiritilmoqda*" (is being introduced) is in the third-person singular, and the subject of the action is not explicitly stated. The implicit subject here could be the "new draft law" or the bodies developing/adopting it. The implicitness of the subject in this fragment serves to enhance the imperative and general nature of this draft law to the audience, emphasizing that the obligation itself is more important than who is carrying out the action.

Another important type of deixis is spatial (place) deixis, which includes linguistic units that refer to the location of speech participants and the spatial relationships around them. Spatial deixis is essential for understanding the content of discourse by defining the physical context of communication, specifying the location of objects, and expressing spatial relationships between the speaker and the hearer. The main means of spatial deixis include spatial pronouns (*bu* "this," *shu* "that," *o'sha* "that one over there"), adverbs (*bu yerda* "here," *shu yerda* "there," *u yerda*

"over there," *nari* "further away," *beri* "closer"), prepositions (*oldida* "in front of," *orqasida* "behind," *yonida* "next to"), and verbs that indicate direction of movement (*kelmoq* "to come," *ketmoq* "to go," *olibkelmoq* "to bring," *olib ketmoq* "to take away"). The meaning of these linguistic elements is directly determined relative to the deictic center of the speech, i.e., the speaker's location.

An excerpt from the article 'Khorezm – Crossroads of Glorious History and New Reforms' published in the *O'zbekiton ovozi* newspaper, issue 18, dated 07.05.2025, page 2:

...Tizimda olib borilayotgan izchil islohotlar, sohadagi o'zgarishlar hisobiga viloyat turizm xizmatlari eksporti 2017 yildagi 7million dollardan 2024 yilda 380 million dollarga yetgan.

In this part of the news, we can analyze the word *viloyat* (province) as a deictic element, because the author refers to the geographical area where the speech takes place – Khorezm province. Through the use of this word, the speaker indicates their location and the region on which their attention is focused. This also shows that the following information specifically pertains to this geographical unit.

Viloyatda sayyohlar uchun qirqdan ortiq turistik yo'nalishlar ishlab chiqilgan va ularning umumiy soni yuztaga yetgan.

In this fragment, too, the word *viloyatda* (in the province) refers to the aforementioned Khorezm province and emphasizes that the tourist destinations are located precisely in this area, along with the existing spatial connection between them.

Endilikda bular qatoriga "Arda Xiva" majmuasi ham qo'shildi.

The use of the deictic element *bular qatoriga* (to these) in this fragment indicates that the "Arda Khiva" complex has been added to the previously mentioned collection of "more than forty tourist destinations" and "their total number has reached one

hundred," placing it within the existing spatial-semantic group. From these words, it can be understood that such tourist objects are considered spatial, place deixis, and the use of the deictic element *bular qatoriga* is appropriately interpreted as referring to the collection of places mentioned above.

Uning ochilishida davlatimiz rahbarining ishtirok etishi biz uchun muhim va unitilmas voqea bo'ldi.

The deictic element in this part of the news, the use of the phrase *uning ochilishida* (at its opening), refers to the *Arda Khiva* complex, which becomes even more evident in the next sentence. This phrase logically demonstrates that the event of the president's participation in the opening of this completed complex occurred in a specific location. That is, it creates a basis for it to be considered a spatial deixis here.

Majmua yiliga uch million nafar tashrif buyuruvchini qabul qilish imkoniyatiga ega. Bu yerda ikki mingdan ziyod kishi ish bilan ta'minlanadi. Demakki, bularning barchasi uzoqni ko'zlab amalga oshirilayotgan islohotlarning hayotdagi yorqin ifodasi, deb bilaman "

The deictic element *Bu yerda* (Here) refers to the space within the previously mentioned *Arda Khiva* complex and indicates the activity (employment) that will take place there. This type of deictic element, unlike the previous examples, is a clear example of traditional (classic) deixis, indicating the place where the author's attention is focused. Through this deictic marker, the author not only refers to a physical space but also attempts to show the economic and social impact in that area. We can see this in the consequences, such as the employment of over two thousand people, and the expansion of exports and visitors (O'zbekiston ovozi 2025: 2).

This example illustrates that the author, through the deictic element *viloyat* (province) mentioned at the beginning of the article, directly attempts to draw the audience's attention to their geographical position and the area of their focus. This also

facilitates a sincere connection with the local audience. Through this, the author's achievements in the province, news, and positive changes in the lives of the local population are also analyzed as their own achievements.

The next type of deixis we are analyzing is time deixis. This type of deixis includes linguistic units that refer to the time of the speech event and periods preceding or following it (Fillmore 1971; Levinson 1983). Time deixis is crucial for understanding the content of discourse by defining the temporal context of communication, specifying when events occurred, and expressing the speaker's and hearer's positions relative to time. Time deixis includes temporal adverbs (*kecha* "yesterday," *hozir* "now," *keyin* "then," *ilgari* "before," *avval* "earlier," *so'ng* "after," *tez orada* "soon"), verb tenses (past, present, future), temporal nouns (*kun* "day," *hafta* "week," *oy* "month," *yil* "year"), and temporal phrases (*bir soat oldin* "an hour ago," *ikki kundun keyin* "two days later," *bir hafta ichida* "within a week"). The meaning of these linguistic elements is directly determined relative to the deictic center of the speech – often, the time when the speech is uttered ("now"). Yule (2010) states that deixis indicating proximity is "proximal" time deixis, while units indicating time distant from the speaker are considered "distal" time deixis. In Uzbek, examples of proximal time deixis include words like *hozir* (now), *bugun* (today), *yaqin orada* (soon), *yaqinda* (recently), *shu kunlarda* (these days), which refer to periods close to the present time. For distal time deixis, we include words like *kecha* (yesterday), *ertaga* (tomorrow), *ilgari* (in the past), *avvallari* (formerly), *o'tgan hafta* (last week), which refer to periods distant from the present time. Based on the theoretical foundations presented, let's analyze the pragmatic aspects of time deixis participation in Uzbek media discourse:

....*Oliy ta'lim, fan va innovatsiyalar vaziri o'rinbosari Sarvarxon Buzrukxonov Namangan davlat texnika universiteti hududida bunyod etilayotgan etilayotgan yotoqxon qurilishi bilan tanishdi.*

*Asosiy ishlar yakuniga yetgan, **hozirda** binoda pardoqlash, oyna o'rnatish, jihozlash va santexnika ishlari olib borilmoqda.*

Yotoqxonada yangi o'quv yiliga qadar foydalanishga topshirilishi rejalashtirilgan. Vazir o'rinbosari bu joy talabalar uchun qulay va xavfsiz bo'lishi zarurligini, aynan shu jihatlarga alohida e'tibor qaratilishi kerakligini ta'kidladi. (tg channel: Edu.uz, 13.05.2025)

According to the analysis of the news excerpt taken from Edu.uz, a Telegram channel regularly posting education-related news, we can observe the participation of both proximal and distal time deixis. For instance, in the excerpt: *Asosiy ishlar yakuniga yetgan, hozirda binoda pardoqlash, oyna o'rnatish, jihozlash va santexnika ishlari olib borilmoqda* (Main works have been completed; currently, finishing, window installation, furnishing, and plumbing works are underway in the building), two linguistic units expressing proximal time deixis are used: the word *hozirda* (currently) and the verb form *olib borilmoqda* (are underway), which signifies a continuous action happening in the present tense. The deictic element *hozirda* refers to the period during which the speech is uttered, indicating that this action is ongoing around that time and providing the reader with information about the relevance and current priority of this action. In the next part of the news, *Yotoqxonada yangi o'quv yiliga qadar foydalanishga topshirilishi rejalashtirilgan* (The dormitory is planned to be commissioned by the new academic year), the deictic element *yangi o'quv yiliga qadar* (by the new academic year) is an example of distal time deixis. It serves to inform readers about future plans, implying that the construction work will not be unduly prolonged, and students will be able to use this dormitory by the new academic year. Through this deictic element, the author not only evokes anticipation and hope for the future among students and the university community but also gives a positive and optimistic tone to the news. We have witnessed the role of time deixis in media discourse in making the news more reliable, enhancing its topicality, and effectively influencing readers. Social Deixis While analyzing the specific types of deixis, we must also consider social deixis. Social deixis includes linguistic units that reflect the relationships between speech participants, specifically their relative social status, roles, levels of respect, and familiarity (Fillmore 1971; Levinson 1983;

Brown & Levinson 1987). The primary function of this type of deixis is to define the social context of communication and express the social dynamics between participants, which is essential for understanding the discourse content. Linguistic units expressing this type of deixis include choices of personal pronouns (e.g., *sen* "you informal" and *siz* "you formal"), honorifics (e.g., special verbal suffixes), forms of address (e.g., first name, last name, patronymic, Mr./Ms.), and formal and informal registers (the style of speech appropriate for the situation). The use of such linguistic elements in speech reveals the speaker's social position relative to the listener and their relationship.

The following forms of social deixis exist: Honorific Deixis (Status) – This indicates the relative social status of speech participants. In Uzbek, the use of the pronoun *siz* instead of *sen*, and the use of words like *aka* (elder brother), *opa* (elder sister), *amaki* (uncle), *xola* (aunt) when addressing parents, teachers, or elders, are clear examples of this deixis.

- **Familiarity deixis:** this type of deixis is used to indicate the degree of closeness, familiarity, or group membership among speech participants. For example, the use of the pronoun *sen* among friends, peers, or family members, and the use of affectionate or shortened forms of names, reveal this type of deixis.
- **Formal and informal registers:** these types of social deictic devices are chosen according to the speech situation. In formal situations (official meetings, news reports), standard literary language, complex grammatical constructions, and respect-oriented lexicon are used. In informal situations, such as conversations among friends or relatives, linguistic units characteristic of colloquial style and short sentences are used.

A thorough theoretical analysis of social deixis has provided sufficient information about this type of deixis and will serve for a comprehensive analysis of its manifestation in Uzbek media discourse:

12-may kuni O'zbekiston davlat jahon tillari universitetida 9-may-Xotira va qadrlash kuni hamda universitetimizning 33-yilligiga bag'ishlangan tadbir bo'lib o'tdi.

*... So'ng O'zbekiston davlat jahon tillari universiteti rektori **Ilxomjon To'xtasinov** urush maydonlarida jon fido qilgan **yurtdoshlarimiz**, front ortida fidokorona mehnat qilgan insonlar hamda umrini Vatan, xalq va ilm yo'lida baxshida etgan fidoyi **ustoz va olimlarimiz** haqida nutq so'zlab, tadbirni rasmiy ochib berdi. (tg channel: O'zDJTU/UzSWLU/ УЗГУМЯ)*

In the excerpt from the news published on May 12, 2025, on the official Telegram page of the Uzbekistan State University of World Languages, we can analyze several examples of social deixis. This official news, which is highly formal in terms of register, is directly understood from the use of complex structures and formal address forms. The emphasis on the title *Rektor* (Rector) before the name and surname of the university's rector, Ilkhomjon Tukhtasinov, not only designates this person's high official status but also indicates the formality and respectfulness of this form of address. This creates an impression in the reader of a formal attitude towards the university leadership and the high status and leading role of this academic institution's administration.

The words *Yurtdoshlarimiz* (our compatriots), *ustoz va olimlarimiz* (our teachers and scholars), *ajdodlarimiz* (our ancestors) reflect deep respect and reverence for honorable individuals in the academic field, elevating their social role in the realm of knowledge. The possessive suffix *-imiz* (our) used at the end of the words unites the disseminators of the news and the audience into a common group, increasing the sense of belonging. Furthermore, this suffix also expresses feelings of remembrance, pride, and honor for the deeds performed by our ancestors. That is, here, the author, by using the possessive suffix *-imiz* aims to influence the audience, awaken feelings of pride and honor in their hearts, and strengthen feelings of solidarity.

*...shuningdek, dasturdan **tadbirkor, investor, biznes murabbiy Damir Rahmonov, A.Navoiy nomidagi davlat akademik katta teatri solistlari, "Nihol" mukofoti sovrindorlari** Umid Isroilov,*

Aminzoda Jumaniyozov...., O'zbekistonda xizmat ko'rsatgan artist Xotamjon yo'ldoshev chiqishlari o'rin oldi.

Through this, the author conveys respect and attention to this person as one of the builders of our future and contributors to our country's development. The social deictic elements in the phrase, *A.Navoiy nomidagi davlat akademik katta teatri solistlari, "Nihol" mukofoti sovrindorlari* – (soloists of the Alisher Navoi State Academic Grand Theater, 'Nihol' award winners) directly show that this theater institution is one of the most prestigious, and a special cultural and social status is given to its soloists. It is not difficult to understand the official status of the theater and its high level of art through the adjectives "state" and "academic." Through the word *solistlari* (soloists), the leading role of these performers in the theater group and their high professional skill are understood.

The phrase *Nihol mukofoti sovrindorlari* (winners of the "Nihol" award) refers to the achievements of these individuals in their fields and their recognition by the state. The author's effective use of words in describing individuals encourages young people in the audience to have their actions, ideas, and efforts in any field appropriately recognized by the state, and mobilizes them to strive for such achievements. The vivid expression of respect towards the person in the sentence *O'zbekistonda xizmat ko'rsatgan artist Khotamjon Yuldoshev chiqishlari o'rin oldi* (Performances by Honored Artist of Uzbekistan Khotamjon Yuldoshev took place) also demonstrates that this person's services in the field of culture are not only honored by the organizers of the university event but also celebrated and duly appreciated by the state. This analysis of media discourse shows that various forms of social deixis, through titles, professional statuses, and honorary awards, determine the participants' relative social position, attention, and importance in the event. The respectful lexicon and the formal tone of the event play a crucial role in defining the social context of communication.

Discourse deixis (or text deixis), another type of deixis, unlike the main types such as person, space, and time, studies

linguistic units that refer to parts of the speech itself, whether previously mentioned or to be mentioned later. This type of deixis primarily serves to ensure the internal coherence of the discourse, organize information, and facilitate the audience's understanding of the text. The main means of discourse deixis include demonstrative pronouns (*bu* "this," *shu* "that," *o'sha* "that one"), adverbs (*bunday* "thus," *shunday* "in that way," *shuningdek* "as well," *aksincha* "on the contrary," *birinchidan* "firstly," *ikkinchidan* "secondly"), conjunctions, and certain verb forms.

Depending on which element discourse deixis refers to, it is distinguished by its use in relation to anaphoric deixis (referring to something mentioned earlier), cataphoric deixis (referring to something to be mentioned later), and exophoric deixis (referring to an element in the speech situation but not mentioned in the text).

Pragmatically, this type of deixis serves to ensure the coherence of the discourse – creating logical connections by linking different parts of the text, organizing information, highlighting important points, and structuring arguments. By referring to previous or subsequent information, it makes it easier for the audience to follow the text and is used to draw attention to or divert it from specific parts of the text. Based on the theoretical information presented above, we will now analyze the interpretation of discourse deixis in media discourse:

...*Hindiston kengroq raketalar diapazoniga ega: bular 250dan 600kmgacha bo'lgan Prithvi raketalari, shuningdek, 1200dan 8000 kilmetrgacha bo'lgan Agni seriyali raketalar, shuningdek, Nirbhaya va Brahmos seriyali qanotli raketalar.* (Kun.uz sayti, 9.05.2025)

In the given news excerpt, as we can see, the deixis *bular* (these) refers to the *kengroq raketalar diapazoni* "wider range of missiles" mentioned in the previous sentence, listing its components and forming an anaphoric deixis. The use of this anaphoric deixis ensures the continuity of the discourse in maintaining coherence, connecting the reader with previous information. Additionally, to clarify attention, it serves to direct

the reader's attention to specific types of missiles by providing concrete examples after a general phrase. This anaphoric connection reflects the informative structure of the discourse and demonstrates a strategy of moving from a general overview to specific details. This plays an important role in reducing the reader's cognitive processing and in effective information reception. The next deictic element, the conjunction *shuningdek* (as well as), is used to add elements to a list and indicate their similarity. The repetition of this word twice, in addition to its listing and connecting function, ensures parallelism (i.e., appearing with similar grammatical structures) and serves for the orderly presentation of information and its orderly placement in the audience's mind. Here, understanding is facilitated by logically grouping information and activating the reader's cognitive schemas.

...Ehtimoliy mojaro oqibatlari halokatli bo'lishi mumkin, chunki Hindiston va Pokistonning qo'shnisi Xitoy ham yadroviy arsenalini 22%ga oshirib, jangovar kallaklar sonini 410tadan 500taga yetkazgan

The deictic element *chunki* (because) in this fragment is used to explain the reason for the previously stated idea ("the consequences of a conflict could be catastrophic") – (*Xitoyning yadroviy arsenalini oshirishi*) "China's increase in its nuclear arsenal." This creates a logical connection between the two events. The use of *chunki* deixis in this media discourse, in addition to its explanatory function, reveals the hidden causes of events and serves to increase the reader's depth of understanding.

...Ushbu mojaroda o'rta katta dov tikilgan, shuning uchun xalqaro hamjamiyat har ikki davlatni vazmin bo'lishga chaqirmoqda

The conjunction *shuning uchun* (therefore) in the final part of the news is used to indicate the consequence of the previously stated situation, showing a logical connection between cause and effect.

The call for restraint between the countries due to the high stakes in the conflict demonstrates a logical sequence, and the

participation of this deictic element in this media discourse, in addition to its concluding function, by referring to the logical outcome of events, serves as a catalyst for the reader to draw their own conclusions. Overall, the participation of deictic elements in this media discourse is actively used to create the logical structure of the text, regulate the flow of information, and facilitate the reader's understanding. Such an analysis of deictic elements provides important insights into the informative structure of the text and the author's communication strategies with the reader.

CONCLUSION

The comprehensive analysis of presupposition and deixis in Uzbek media discourse undertaken in this study reveals the profound pragmatic sophistication inherent in everyday communication. Our findings underscore that these linguistic phenomena are not merely theoretical constructs but are actively employed as powerful communicative tools by media outlets to convey implicit meanings, manage information flow, establish common ground, and shape audience perception.

Regarding presupposition, the study demonstrates its strategic utility in framing narratives within Uzbek media. Examples such as the "Uzbekistan Airways" flight schedule changes effectively utilized presuppositions to implicitly convey existing geopolitical tensions and the airline's commitment to passenger safety. This strategic deployment of shared knowledge allows media messages to be concise yet rich in information, relying on the audience's background understanding to fill in unstated details. Furthermore, the analysis highlighted how presuppositions serve to legitimize actions and reinforce the author's credibility, enabling a subtle yet pervasive influence on public opinion.

The examination of deixis further illustrates the intricate ways in which language anchors discourse to its immediate context and participants. Our investigation segmented deixis into its primary types, revealing their distinct pragmatic functions within Uzbek media texts:

- **Person deixis**, exemplified by the use of “*ular*”(they) for bloggers and honorifics like *Rektor* (rector) for officials, demonstrates how media strategically manages participant roles and social hierarchies, fostering specific relationships with the audience. The collective “our” suffixes (e.g., *-imiz* in *yurtdoshlarimiz* – our compatriots) subtly cultivate a sense of shared identity and communal pride, directly engaging the audience’s emotions.
- **Spatial deixis** anchors the narrative to specific geographical locations, as seen with references to *viloyat* (province) and *bu yerda* (here) in the context of the “Arda Khiva” complex. This not only grounds the information but also establishes a local connection, enhancing relevance and engagement for the regional audience.
- **Time deixis**, through elements like *hozirda* (currently) and *yangi o’quv yiliga qadar* (by the new academic year), effectively situates events within a temporal framework, conveying urgency, planning, and future prospects. This temporal indexing plays a crucial role in maintaining the news’s currency and fostering anticipation.
- **Social deixis** highlights the inherent respect and formality often embedded in Uzbek media discourse, reflected in titles, professional affiliations, and honorifics. These linguistic choices not only acknowledge social standing but also subtly promote certain values and inspire ambition, particularly among younger audiences.
- **Discourse deixis**, evidenced by cohesive devices like *bular* (these), *shuningdek* (as well as), *chunki* (because), and *shuning uchun* (therefore), illustrates how media texts achieve internal coherence and logical progression. These elements guide the reader through complex information, clarifying relationships between ideas and facilitating comprehension.

To sum up, the pervasive use of presupposition and various deictic forms in Uzbek media discourse demonstrates sophisticated pragmatic strategies designed to deliver information efficiently, influence audience interpretation, and

build implicit rapport. This study contributes to the broader understanding of linguopragmatics by providing empirical insights from the unique context of the Uzbek language, revealing how culture and linguistic nuances shape the deployment and interpretation of these fundamental pragmatic phenomena.

Future research could expand upon these findings by conducting comparative analyses of presupposition and deixis across different genres of Uzbek media or exploring their reception by diverse audience demographics. Further investigation into the diachronic evolution of these pragmatic features could also offer valuable insights into linguistic and societal changes.

REFERENCES

- Arutyunova, N. D. 1977. *Logicheskie problemy znacheniya* [Logical Problems of Meaning]. Nauka.
- Dylgjeri, A. & Kazazi, L. 2013. Deixis in modern linguistics and outside. *European Scientific Journal*, 9/28, 87-94. <https://doi.org/10.19044/esj.2013.v9n28p87>.
- Edu.uz. 2025. Qurilish bo'yicha yangi tartiblar e'lon qilindi [New construction regulations announced]. Telegram channel. <https://t.me/Eduuz/1234>.
- Fillmore, C. J. 1971. Santa Cruz lectures on deixis. Indiana University Linguistics Club.
- Kun.uz. 2025. Raketalar bo'yicha yangi strategik reja ma'lum qilindi [New strategic plan announced concerning missiles]. Kun.uz. <https://kun.uz/news/2025/05/09/new-missile-strategy>.
- Levinson, S. C. 1983. *Pragmatics*. Cambridge University Press.
- . 1995. Interactional pragmatics. In J. Verschueren, J.-O. Östman, J. Blommaert & C. Bulcaen (Eds.), *Handbook of Pragmatics* (pp. 1-36). John Benjamins Publishing Company. <https://doi.org/10.1075/hop.1>.
- O'zDJTU/UzSWLU/УзГУМЯ. 2025. Universitetda yangi ilmiy loyiha taqdimoti bo'lib o'tdi [New scientific project presentation held at university]. Telegram channel. <https://t.me/UzSWLUofficial/5678>.
- O'zbekiston ovozi. 2025. Xorazm – shonli tarix va yangi islohotlar chorraxasi [Khorazm – glorious history and crossroads of new reforms]. *O'zbekiston ovozi*, 18/2.

- Sander, T. 2021. Understanding Frege's notion of presupposition. *Synthese*, 198/12, 12610-12629. <https://doi.org/10.1007/s11229-020-02947-8>.
- Toshkentliklar. n.d. Qonun loyihasi muhokamasi [Discussion of the draft law]. Telegram channel. https://t.me/+6Kq_uxh2KYUzMjhi.
- Toshpo'latov, A. M. 2024. O'zbek tili fe'llarida presuppozitsiyaning o'rganilishi [The study of presupposition in Uzbek verbal forms]. *International Conference on Linguistics and Philology 2024* (pp. 126-130). Tashkent, Uzbekistan: Uzbek National University Press.
- Widyaiswara, T. & Arismawati, R. 2021. Deixis types found in Barack Obama's speech text at a congress community Muslim-American event in the mosque in Baltimore. *Lingua Cultura*, 15/3, 320-327. <https://doi.org/10.21512/lc.v15i3.7099>.
- Yule, G. 2010. *The Study of Language*. 4th ed. Cambridge University Press.

DILRABO NAZIRQULOVA ZAFARIDDIN QIZI

INDEPENDENT RESEARCHER

THE UZBEK STATE WORLD LANGUAGES UNIVERSITY,

TASHKENT, UZBEKISTAN.

E-MAIL: <DILRABOZAFAROVNA3@GMAIL.COM>