

Theory of Speech Acts as Criteria for Assessing the Effectiveness of a Leader's Speech

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ABSTRACT

In this article, the role and significance of the theory of speech acts in modern linguistics and management communication are analyzed in a wide range. In the study, the three-stage structure of the speech act - the pronouncement of the speech, the main goal in it, and the final result that occurs in the listener are revealed on the example of the leader's speech. Particular attention is paid to the issue of proportionality between the speaker's inner intention (communicative intention) and the impact of this intention on the listener's consciousness (perlocutionary effect) in the management process. The article scientifically examines the functional types of a leader's speech, such as command, advice, encouragement, and warning, as well as their linguistic and pragmatic features. Also, in the process of communication, the influence of social status, context, and national speech culture on the effectiveness of speech acts was analyzed. Based on the research results, a systematic analysis of communication between the manager and the employee was carried out.

Keywords: Speech act, illocutionary act, perlocutionary act, locutionary act, communicative intention, leader's speech, managerial communication, pragmalinguistics, speech impact, communication strategy, linguistic form, social status.

INTRODUCTION

‘From the definitions and interpretations given to the speech act, it is clear that the speech act operates within the framework of

information exchange and is considered a verbal unit of communicative communication. In the process of communication, participants in speech carry out speech activity using various speech acts. A speech act is a purposeful speech act accepted by members of society and carried out in accordance with the rules of speech behavior". "Sources note that the main characteristics of a speech act are intendedness, purposefulness, and conventionality" The most important and often emphasized feature in research is "goal orientation. In fact, the speech act reflects a certain communicative goal of the speaker, that is, each speech act is not just words, it serves to create a certain reaction or action in the listener.

Linguists divide the goal in the speech act into two types: "initial goal" and "result goal". The initial goal expresses the speaker's pre-determined intention or plan. The resulting goal represents the expected reaction of the listener after the speech is delivered.

It should be noted that the "purposefulness" of the speech act is a decisive factor in determining its social, pedagogical, and managerial significance. This feature allows us to analyze speech not as a passive means of transmitting information, but as an active, interactive, and social context-dependent phenomenon. Thus, defining the "initial goal" and the "result goal" will be an effective tool for the scientific analysis of the leader's speech, pedagogical speech, or other types of managerial speech.

In the study of leader speech, the theory of illocutionary and perlocutionary acts helps to systematically determine the purpose, functions, and reaction of the listener to the speech. Thus, it is possible to assess the pedagogical, managerial, and social effectiveness of speech, analyze communicative strategies, and scientifically study the leader's speech as follows:

Determination of speech functions

Illocutionary acts help to clarify the essence of such actions in the leader's speech as a command, warning, advice, or request.

Assessment of the listener's reaction

Perlocutionary acts allow us to study the impact of the leader's speech on the listener. This helps to identify psychological and

social reactions such as fear, confidence, urging quick action, or superficial submission.

Analysis of speech combinations

A leader's speech often combines several illocutionary and perlocutionary acts. With the help of the theory, the locutionary (form of speech), illocutionary (intention of action), and perlocutionary (listener's reaction) components of each phrase are analyzed separately. This allows for a systematic and clear understanding of the leader's speech.

Consideration of national and contextual adaptation

The theory of illocutionary and perlocutionary acts allows the study of the leader's speech in accordance with the national communicative culture. Taking into account Uzbek speech culture and social customs, the leader's style of speech and its perlocutionary effect are analyzed more accurately.

According to this theory, the speaker performs a certain action through speech: gives orders, asks, warns, praises, criticizes, etc. In the process of analyzing these speech acts, illocutionary and perlocutionary acts are distinguished as an important type. An illocutionary act signifies the speaker's intention, a spiritual, legal, or social action carried out through speech. The perlocutionary act expresses the mental state, thought, or practical response that arises in the listener as a result of this speech impact.

Illocutionary and perlocutionary acts constitute the content-pragmatic side of the speech process and are closely related to the contextual features of the communicative situation. Especially in modern communication processes, the question of the nature, function, and harmony of these acts with speech strategies is one of the urgent scientific directions. Therefore, in this section, the linguopragmatic essence, classification, and types of these speech acts are analyzed based on scientific sources.

Before addressing these theoretical issues, it is necessary to have an idea of the mutual differentiation of speech acts and the

role of each of them in the communicative process. In linguistics, acts that are part of the speech process are usually divided into four main types. They occur interconnectedly and are explained as follows:

- **A verbal act** is the process by which the speaker pronounces a sound, word, phrase, or sentence. This stage serves only the phonetic expression of language material. Therefore, the verbal act itself does not have independent communicative value; it can also be performed by a parrot, tape recorder, or electronic voice synthesizer.
- **A locutionary act** is the realization of a sentence or speech unit with a certain meaning and grammatical form. Through this process, the speaker conveys a certain content to the listener. In a locutionary act, the semantic-grammatical aspect of speech takes precedence, and it is closely connected with the context.
- **An illocution act** is a purposeful action carried out by the speaker through speech. For example, to order, to ask, to advise, to congratulate, to summarize, etc. In this act, the pragmatic essence of the speech is determined, that is, why the sentence is said, what purpose is pursued. It is the illocutionary act that is the most studied area in linguopragmatics and the philosophy of language.
- **A perlocutionary act** is when the speaker, through speech, evokes a certain psychological or social influence on the listener. For example, to instill confidence, intimidation, consolation, encouragement, motivation to make a decision, etc. The result of the perlocutionary act is directly manifested in the listener's reaction.

Despite the fact that these acts are independent in content, they are always manifested together in the communicative process. By conveying a certain meaning through a sentence (locution act), the speaker actually pursues a certain goal (illocution act) and at the same time has a certain effect on the listener (perlocution act). Also, the success of the perlocutionary act often depends on

the listener's correct understanding of other acts, in particular, the illocutionary goal.

In Uzbek pragmalinguistics, the scholar M. Khakimov, who took a unique approach to the concept of an illocutionary act, equates this phenomenon with the term "communicative intention." According to the scholar, the illocutionary act is the materialization of the speaker's subjective goals and inner intentions in a linguistic form in the process of text or live speech. That is, the answer to the question "why was it said?" underlying any speech act is given precisely through communicative intention.

The significance of this approach lies in the fact that M. Hakimov evaluates the illocutionary act not only as a theoretical category, but also as a product of the speaker's mental and intellectual activity. Communicative intention is the driving force of the speech act, which manifests itself in the following aspects:

- **Materialization of the inner intention:** The goal formed in the speaker's consciousness (to ask, to command, to confirm) reaches the listener with the help of language units.
- **Clarity in terminology:** Naming the concept of "illocutionary act" as "communicative intention" allows us to express the communicative function of this phenomenon more simply and clearly.
- **Correspondence of text and speech:** The communicative intention is expressed not only in oral speech, but also in the structure of the written text, determining the pragmatic position of the author.

In the interpretation of M. Khakimov, communicative intention (illocutionary act) is the semantic core of speech. This approach paves the way for connecting the theory of speech acts with cognitive processes and a deeper analysis of speech situations in the Uzbek language.

In the management system, a leader's speech is not just a means of transmitting information, but a complex pragmatic phenomenon that coordinates the activities of the team, directs it

towards a specific goal, and creates socio-legal consequences. Analyzing the leader's speech through the prism of the theory of speech acts serves to reveal the proportionality between the illocutionary force (the speaker's intention) and the perlocutionary effect (influence on the listener). The success of a leader's communication is measured by how accurately he can express his communicative intention (intention) in language units and achieve the expected result. As M.Hakimov emphasized, the illocutionary act is the reflection of the speaker's inner intention in speech, his

The effectiveness of a leader's speech is manifested in their ability to correctly manage the chain of perlocutionary actions. A perlocutionary act is the imprint left by the leader's speech on the consciousness or behavior of the employee (listener), that is, the final result of the speech impact. If the leader's illocutionary intention (for example, encouraging improvement in work quality) evokes a sense of responsibility in the employee, the perlocutionary effect is considered positive. However, incorrectly chosen intonation or inadequate verbal units in the leader's speech can lead to a negative perlocutionary effect (depression, resistance). Therefore, the study of the pragmatic relationship between intention and result in a leader's speech is a pressing issue in management psycholinguistics.

In the philosophy of language, this theoretical approach was first substantiated by J. Austin (1962) and later improved by his follower J. Searle (1969). Based on their ideas, speech acts are considered as an important methodological basis for studying not only the structural, but also the practical and functional features of language. Particularly, groups of illocutionary acts are in the center of special attention in modern linguistics, since they determine the pragmatic content of speech, its social and communicative value.

A leader's speech manifests itself as a central element of the communication process in modern organizations and the social environment. Any manager, in order to effectively perform their duties, is obliged not only to provide information, but also to increase the motivation of employees, motivate them, and take into account the socio-emotional impact.

Illocutionary acts constitute the most central and functional layer of a leader's speech. These acts imply the implementation of a specific goal and action through the words of the leader: giving orders, consulting, recommending, encouraging employees, or warning them. For example, when a manager says "Submit this report tomorrow," he is not merely providing information; through this phrase, he assigns a specific task and obligation to the employee. Thus, the illocutionary act determines the communicative essence of the leader's speech and ensures the purposefulness of communication in the speech process. Illocutionary acts convey the leader's socio-emotional intention to the listener and serve to regulate their behavior.

Perlocutionary acts determine what psychological or behavioral impact the leader's speech will have on the listener. For example, motivational speech serves to increase employees' interest in work and responsibility. It is also possible to change an employee's work activities or behavior by issuing a warning or reprimand. The effectiveness of the perlocutionary act often depends on the precise and correct expression of the illocutionary act. That is, if the leader clearly and precisely expresses their order or recommendation, the employees will perceive their attitude towards it as mutually understandable and positive.

The combination of illocutionary and perlocutionary acts in a leader's speech increases the effectiveness of communication. While illocutionary acts allow the manager to set clear tasks and goals for employees, perlocutionary acts positively influence the listener's motivation, approach to work, and mental state. Thus, the theory of speech acts is important as a conceptual tool for the effective formation and analysis of a leader's speech.

In addition, the effectiveness of illocutionary and perlocutionary acts in the leader's speech also depends on the listener's culture, previous experience, context, and conditions of communication. Therefore, a leader's speech is considered not only as a means of giving information or giving orders, but also as a complex communicative process that forms a socio-emotional connection with employees. These two types of speech enhance the leader's leadership qualities, their ability to communicate effectively with employees, and their significance

as an important tool for regulating information flow within the organization.

Also, the correct application of illocutionary and perlocutionary acts in the planning of a leader's speech allows taking into account the ethical and social normative aspects of communication. At the same time, this theory serves as an important practical guide for managers in analyzing the social and psychological impact of speech, in the decision-making process, and in organizing effective communication with employees.

RESULT AND DISCUSSION

Although illocutionary and perlocutionary acts are inextricably linked, they are manifested at different levels of speech. The illocutionary act is the main functional unit that determines the intensive (target) essence of speech; the perlocutionary act reflects how this goal influenced the listener's consciousness. Thus, the theory of speech acts illuminates not only the semantic, but also the communicative-pragmatic nature of language, emphasizing the need to take into account all factors involved in the speech process (context, intention, listener's reaction). It is these two categories, illocutionary and perlocutionary acts, that play an important role in revealing the semantic and emotional layers of the communication process.

In conclusion, the essence of the theory of illocutionary and perlocutionary acts in a leader's speech lies in the combination of social stratification and communication strategies. The leader can change the listener's behavior (perlocution) by clearly expressing their intention (illocution). In this process, not only verbal means, but also the tactics chosen by the leader in accordance with the speech situation (context) play a decisive role. In this section, the interaction of these two acts in the leader's speech and their linguistic mechanisms in ensuring the effectiveness of management are analyzed.

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