



STYLISTIC CONNOTATION IN ENGLISH

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ABSTRACT	KEYWORDS
This article provides information about the styles of speech in English, the concept of connotation, stylistic connotation in English.	Stylistic, connotation, experiential, style, speech, emotional, stylistic tool, standard

To achieve the highest qualification in one or another field, it is not enough to master a foreign language, only the basic grammar rules, as well as to learn several hundred or thousands of words. After all, mastering the special art of "speaking" is extremely important. For this, it is necessary not only to use all kinds of stylistic tools in your speech, but also to know how to use certain styles of speech correctly. As in Russian, English speech styles differ not only in expressive means and methods, but also in general features. Thus, English has the following speech styles:

1. The so-called free or conversational style. It differs in significant deviations from the accepted norms and is divided into two subgroups: familiar-speech and literary-speech.
2. Newspaper-information style. Designed to objectively communicate events (written or spoken). This method is not subjective in nature or emotional evaluation.
3. Official business. All important documents and all business correspondence are based on this style.
4. Scientific and technical. This method is characterized by consistency and logic.
5. Art. This technique is used in literary works. It is characterized by subjectivity, emotionality, phraseological units, expressive means, as well as the use of detailed and complex sentences.

At this point, let's talk about the term connotation, Latin *connotatio*, Latin *con* (*cum*) ≈ together and *noto* ≈ I denote. Additional meaning of the language unit. Connotation includes semantic or stylistic elements that are connected and superimposed on meaning in a certain way. Connotation serves to express the expressive-emotional and evaluative shades of the sentence. For example, the meaning of the word "storm" is that the wind is stronger than the snow. Connotation can serve in such combinations: "the storm rolled like a hurricane", "a storm of fiery sparks rose to the sky." The concept of connotation includes an element, grammatical meaning is a word that predicts the occurrence of another word in the text (for example, a preposition predicts a noun in a certain case). K. Buhler introduced the concept of connotation to linguistics in this sense.

The connotation of a word reflects such a feature of the object it signifies that it is permanently associated with the designated object in the minds of English speakers, although it is not a necessary condition for the use of that word. For example, in many European languages the word fox means "cunning" or "cunning". Of course, these adjectives do not represent this class of animals: in order to call any animal a fox, it is not necessary to test its cunning. Thus, the attribute of cunning is not

included in the definition (interpretation) of this word, but since it is always associated with it in the language, this proves at least the indirect meaning of the word fox. Connotations include the evaluation of the fact of an object or reality expressed in a word, accepted in a certain language area and reinforced in the culture of a certain society, and reflect cultural traditions. Thus, cunning and trickery are revealed by the constant features of the fox as a hero in animal tales from the folklore of many peoples. The connotation of the lexical-semantic option is divided into emotional (for example, clauses), evaluative (positive/negative), expressive (figurative and magnifying), and stylistic.

Stylistic connotation involves the use of a word in a certain functional style. A cultural connotation is added to it - a component that has any information that exists in the word culture, is determined by the national culture and reflects the cultural perception of its people for the speakers of a particular language.

Connotations can be permanent (inherent) and contextual (sometimes). Words with a specific meaning are defined. Marking according to the stylistic principle divides the vocabulary into neutral stylistic color and literary and bookish speech (for example, mummy-mother-woman parent; child-child-baby). Many colloquial words began to be used as separate lexical-semantic variants 1) moving the neighborhood value (cinema->film->pictures) 2) using pet suffixes (dad-daddy, loony, shorty). Colloquial vocabulary is usually divided into general literary vocabulary and phraseology and non-literary vocabulary and phraseology.

In short, the stylistics of the English language is, on the one hand, the so-called functional styles and sub-languages, and the specific features of the linguistic subsystems, which are distinguished by the specificity of vocabulary, phraseology and syntax, and on the other hand, expressive, emotional and evaluative learns characteristics of different language tools. Speech stylistics studies individual real texts, taking into account how they convey content, not only on the basis of compliance with the norms known to the grammar and style of the language, but also on the basis of meaningful deviations from these norms.

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