

THE MAIN CHARACTERISTIC FEATURES OF EMOTIVE LANGUAGE

Tursunov Mirzo Makhmudovich

PhD at Bukhara International University,
e-mail: mirzobek.tursunov81@gmail.com,

Tosheva Sitora Sohibovna

second year master student at Bukhara International University,
e-mail: [sitoratosheva043@gmail.com](mailto: ritoratosheva043@gmail.com)

Annotation: *This article deals with one of the most essential issues related to the analysis of vocabulary of the language, that is emotive language. Emotive language includes ordinary and complex lexical units that are filled with strong emotional degrees and whose main target in the context is to strengthen the meaning in order to give stronger sense, persuasiveness, feelings and emotions to the uttered speech. Emotiveness is one of the key strategies and arms to make the speech more persuasive and powerful, remembering.*

Key words: *sensory language, emotional reaction, persuade an audience, shared emotion, emotional level, emotional punch, figurative language, emotional response, create a sense of urgency, psychological impact, add colour to discourse, metaphorical language.*

Annotatsiya: *Ushbu maqola tilning lug‘at tarkibini tahlil qilish bilan bog‘liq eng muhim masalalardan biri, ya‘ni emotsional til tahliliga bag‘ishlangan. Emotsional til kuchli hissiy darajalar bilan to‘ldirilgan oddiy va murakkab leksik birliklarni o‘z ichiga oladi va ularning kontekstdagi asosiy maqsadi amalga oshirilgan nutqqa kuchliroq ma‘no, ishontirish, his-tuyg‘u va hissiyotlarni taqdim etib, anglashilgan ma‘noni kuchaytirishdir. Hissiyotli til - nutqni yanada ishonchli va kuchli, eslab qolish uchun asosiy strategiya va qurollardan biri sanaladi.*

Kalit so‘zlar: *hissiy til, hissiy reaksiya, auditoriyani ishontirish, umumiy his-tuyg‘u, hissiy daraja, emotsional zarba, egressiv til, emotsional javob, shoshilinchlik hissini yaratmoq, psixologik ta‘sir, diskursga bo‘yoqdorlik qo‘shmoq, metaforik til.*

Emotive language uses words and phrases that intentionally evoke an emotional response from an audience, such as fear, anger, happiness, or sadness. This technique is used in persuasive writing, literature, and speeches to connect with people on a deeper level, gain their attention, and influence their viewpoint by appealing to their feelings rather than just logic. Examples include using strong verbs, sensory language, and carefully chosen adjectives like “tyranny” or “breathhtaking” to create an immediate emotional reaction. Emotive language works as the following: focus on emotional impact: unlike objective language, which relies on literal definitions, emotive language uses words with strong connotations to make a subject more or less appealing. Persuades and engages: it is a tool to persuade an audience, gain their support, or make them more invested in a story. For instance, a writer might use words like “betrayed” to create sympathy for a character. Creates a stronger connection: using words that evoke a shared emotion can make the audience feel more involved and connected to the speaker or writer.

One of the core ways that writers might use emotive language is for dramatic effect. This effect is often utilized in storytelling to help events have more impact, and to help the reader/listener to feel drawn into the story. This is because they understand how the characters are feeling on an emotional level. Using emotive language for dramatic effect is a great way to make narratives more engaging.

Another key purpose of emotive language is in persuasive writing. This might take the form of speeches, essays, dialogues, articles, blogs, and opinion pieces. When you use emotive language in persuasive writing, you make the reader/listener feel emotionally involved in the issues that are being discussed. When their emotions are involved - particularly when strong feelings such as empathy or concern are elicited - they are likely to become more invested in the issues. As such, this is a great way to get people to care about issues that you care about, and to help get them on your side [1; 34p.].

Some non-fictional areas where emotive language could be used: speeches; spoken word performances; public addresses; debates; biographies; newspaper articles; personal blogs; opinion pieces. Some fictional areas where emotive language could be used: novels; poetries; short stories. plays.

The following is taken from a speech delivered by Martin Luther King Jr., during the 1963 March on Washington for Jobs and Freedom: I have a dream that one day on the red hills of Georgia, sons of former slaves and sons of former slave-owners will be able to sit down together at the table of brotherhood. I have a dream that one day even the state of Mississippi, a state sweltering with the heat of injustice, with the heat of oppression, will be transformed into an oasis of freedom and justice. This speech includes a number of examples of emotive language. For instance: the phrase “I have a dream” uses personal pronouns, inviting those listening to share in King’s vision of a better world. This phrase is repeated emphatically throughout the speech. “Brotherhood” is an abstract noun - a word describing an idea or concept. King uses this emotive phrase to appeal to the audience’s desire for the things that “brotherhood” represents - acceptance, equality, and community. King also uses metaphorical language, describing the state of Mississippi as “sweltering” with injustice and describing the cool “oasis” of freedom that it could be. Using sensory descriptions of heat helps to illustrate the difficulty of the struggle for civil rights, as well as reminding his audience what they are striving for. This section of the speech is intended to motivate civil rights activists to keep protesting for their rights[2; 65p.].

Some words evoke a strong emotional reaction in the majority of readers or listeners. They hold a certain weight that is hard to ignore. Adjectives - appalling, wonderful, magical, and tragic. Abstract nouns - freedom, pride, justice, love, and terror. Verbs - destroyed, vindicated, saved, betrayed, and adored. Emotive adverbs - angrily, defiantly, proudly, and beautifully. Adverbs are words that modify a verb, adjective, or another adverb. They can be used to describe how something was said or how an action was done, which makes them useful tools within emotive language. Some well-chosen, well-placed adverbs can turn a simple piece of writing into something that packs an emotional punch. Here are some examples: lazily; brilliantly; happily; proudly; stupidly; completely; wholly[4].

Figurative language is language that is not meant to be taken literally. It can be used to add colour, interest, and emotion to your writing. There are many different types of figurative language, including metaphors, similes, personification, and hyperbole. Figurative language is easily taken for granted because we use it every day. Be conscious of it in your writing to get you out of autopilot and focus your intent. Rhetorical questions are questions that are not meant to be answered. They are used to engage the reader and make them think about the topic at hand. For example, you could ask “What would you do if you were in my shoes?” By doing this, you’re also writing in the second person, which is a powerful technique to connect with your audience. Personal pronouns like “I”, “we”, “you” and “they” can help you to connect with your audience on a more personal level. When you use personal pronouns, you are inviting the reader to share your experience. As above, using various personal pronouns have different effects. Using “we” is best used when avoiding passive voice. For example, “mistakes were made” becomes “we made a mistake”. Doing this inspires trust because it shows you can take accountability. It is important to use emotive language sparingly. Too much emotive language can be overwhelming and off-putting. When used effectively, however, emotive language can be a powerful tool for enticing your audience and adding colour to your writing[3; 45p.].

To sum up we can state that emotive language is one of the effective ways of conveying message appropriately to the audience, readers or listeners. Emotive language is language that is used to evoke an emotional response from the reader. It can be used to create a sense of urgency, excitement, or even fear. Though emotive language is used in so many contexts it is especially used to entail or express some extremely awful moments or to motivate a person. Emotive language, overburdened with some strong words gets stored in the subconscious mind of a person. Hence, emotive language creates a psychological impact on a person’s mind and evokes him to take action towards or against what he has read. Emotive language is used in different fields and ways with the same aim to blow people’s minds or to influence them. Emotive language is equally impactful in the field of both fictional and non-fictional writings.

REFERENCES:

1. Howard Jackson, Etienne Zé Amvela, An Introduction to English Lexicology: Words, Meaning and Vocabulary, Bloomsbury Publishing, 2021, 272p.
2. R. S. Ginzburg , S. S. Khidekel, G. Y. Knyazeva, A. A. Sankin, A COURSE IN MODERN ENGLISH LEXICOLOGY, Moscow, 1979.
3. T. T. Dzharasova ENGLISH LEXICOLOGY AND LEXICOGRAPHY Theory and Practice Educational Manual Second edition, stereotyped, Almaty “Kazakh University” 2020
4. www.emotive.language.com