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Abstract: In the article, in addition to their original meaning, words can also appear in speech communication (in the text) with other derived, new idiomatic meanings, which increases the figurativeness, impressiveness, and expressive-emotionalness of speech (art work) and makes it pragmatic. effectiveness is explained on the basis of the texts taken from the artistic work.

Key words: denotative meaning, connotative meaning, connotation, pragmatic meaning, pragmatic content, pragmatic effect, expressive-emotional color.

Word semantics are not limited to denotative (fire, primary, direct, original, moderate) meaning. It can express new additional meanings in the context. This newly derived meaning is the connotative meaning of the word. The connotative meaning is the evaluative meaning of the word, in which the word appears in speech according to the criteria of expressiveness, emotionality, and effectiveness. This confirms how rich and impressive the language is.

In linguistics, the concepts of connotative and pragmatic meaning are used in relation to words that have an additional meaning next to their meaning. As we know, the general theoretical issues of linguo-pragmatics are the speech situation, context-related aspects of language units, speech labels expressing the relationship between people, social character of speech, access to the subjective modal aspect of

expression, evaluative words and tools, and human It consists of studying the phenomenon of discourse and presupposition expressing the inner psyche. Connotation also appears in the speech process as an object of study of pragmatics.

*Yana shovqin-suron, yana tarillash-u g'irillash, yana qum-shag'al, chang-to'zon! Chidaysiz. Chidayolmasangiz – yo qochib qutulung, yo o'lib! Qochib qayga borasiz? **Bosh urgan tuynugingiz-da – tag'in bir g'alva!** Unisi esa sizning qo'lingiz-da emas; jonning shirinligi-chi! Yagona chorasi – chidamoq!*

Ana shunday tarang kunlarning birida – o'rgangan qulog'ini kar qilib domla chorpoyada kitob varaqlab yotgan edi – qo'qqisdan Yormat kirib keldi... (Erkin A'zam, "Yozuvchi").

The word "tense" means tightly drawn, straight, figuratively high, and then limit, slander, and other purposes, to disagree, not to yield. In the text, on the one hand, noise, on the other hand, the pain of living here due to the dust, filling the cup of patience, the nervous passing of the days, and the person who does not have time to create because of his health, this commotion - the interference of noises indicates excessive anxiety on busy days.

There are different views in linguistics about connotation and connotative meaning. Some linguists believe that the connotative meaning of a word is not a component of word semantics, while some linguists believe that the connotative meaning is one of the direct components of the semantic structure of a word [3]. O.S.Akhmanova: "Connotation includes the additional meaning of the word, semantic or stylistic ideas added to its main meaning, the expression of various expressive-emotional tones and the solemnity, playfulness, convenience of the statement, etc., notes that it can be given" [2]. From the point of view of communicative linguistics, I.V.Arnold expresses the opinion that connotation has a two-way information structure, which is divided into the first type of information. According to the scientist, pragmatic information is a subjective element of lexical meaning of a social, historical, and aesthetic nature [1].

Y.M.Storojeva considers any additional information created in the functionalization of a word, i.e., in its meaning in a communicative situation, to be a connotation. In his opinion, the terms encountered in the literature, “stylistic meaning”, “expressive-emotional layer”, “expressive-emotional color”, “pragmatic content”, “semantic association” and others, are the main components of connotation [7]. T.Khodjayan recognizes that, in general, connotation is understood as an additional meaning, “ottenka”, that evokes positive, negative and other emotional associations in the listener [9].

Let us pay attention to the following text:

Boshqa nima qilsin? Jiydalining oldi erkagi tirikchilik izmida har yoqqa daf bo'lgan, qishloqda nuqul o'zidan qolgan qari-quri yo mayib-notavon, xotin-xalaj-u yosh bola! Bularning qo'lidan nima kelardi?

*Aksiga deng, o'g'ri o'lgur xuddi ana shunday **ayolmandroq** xonadonlarga “salom bermoq”qa ishqiboz edi (Erkin A'zam, “Guli-guli”).*

In the text above, the word “feminine” is used in a connotative sense. According to the “Annotated Dictionary of the Uzbek Language”, the word “woman” means with a family, children; it means “many children” [8]. In popular language, the word “feminine” is also used in the sense of insulting men and has the meaning of “feminine character, female nature”. In the text above, we can see that this word is used in a completely different sense, i.e., “feminine household” has the connotation of “a household consisting mainly of women and young children”. Similarly, “to greet” has a connotative meaning and means “to steal”.

A language has more connotative words than denotative words. Of course, the denotative part of the lexical meaning expresses a certain concept, and the connotative part reflects the attitude of the speaker or the language owner to it. Experts argue that connotation is related to the pragmatics of speech, that it is a product of the evaluative gaze of the speaker and that it has an anthropocentric basis [5].

According to M.Mamadaliyeva, "the connotative meaning exists as a possibility in the structure of the lexeme, and is realized through a private-pragmatic relationship in connection with the text. Therefore, the connotative meaning was considered as a language unit – a particular manifestation of the generality in a specific speech and was interpreted as a speech meaning" [6].

Endi ham o'qish bahona har kelganida "Bir yoqlarga ketsammikan, jo'ra?" deb qoladi o'z-o'zidan mayus tortib. "Ha, tag'in Barnaulmi? – deysiz ensangiz qotib. – Xudo ursin, miyang xato sening, Ramazon!" "To'g'ri aytasan, jo'ra, xato. Nima shunday, o'sha yoqqa ketgim kelaveradi-da. Ey-y, sen tushunmaysan!" (Erkin A'zam, "Anoyining jaydari olmasi").

The word "mistake" means that an action was performed incorrectly, but in the text, the meaning of "you are not in your right mind" comes from the fact that he says to his friend Ramazan, "it's your fault". In our opinion, there are two specific reasons for the expression to be conveyed in this way: first, his friend used this word without having the language to tell Ramadan "you are crazy", and second, it is a result of imitation of Ramadan's unique method, the uniqueness of his speech. As proof of our word, we quote the following text:

U kechqurun bir to'rxalta sara olma ko'tarib uyimizga keldi.

– Yaxshimi, yomonmi, shoir noming bor, ko'chada olma ko'tarib yursang obro'ying buziladi, dedim...

"Obro'ying buziladi", "to'kiladi" emas, "buziladi"! Ramazonning gapi, Ramazongina shunday deyishi mumkin! (Erkin A'zam, "Anoyining jaydari olmasi").

From the above analysis, we can conclude that the formation of the connotative meaning of words creates unique emotional expressiveness and imagery and ensures the pragmatic effect of communication. It is not for nothing that T.V.Matveeva interprets connotation as an additional, optional element of the lexical meaning associated with the implementation of the pragmatic or expressive function of the language [4].

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