

## STANDARDS OF TEXTUALITY

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**Annotation:** This article explores the concept of textuality through the lens of the seven standards proposed by Beaugrande and Dressler: cohesion, coherence, intentionality, acceptability, informativity, situationality, and intertextuality. It examines how each standard contributes to the formation of a communicative and meaningful text, emphasizing their interdependence in ensuring textual well-formedness and communicative success. The study also addresses the application of these standards in various types of texts and their implications for discourse analysis, language teaching, and automated text processing. Special attention is given to the dynamic nature of these standards in different communicative contexts. The concept plays a pivotal role in understanding how texts are constructed, interpreted, and function within a given context. At its core, textuality involves the organization, structure, and meaning of a text, which can be explored through linguistic, cultural, and pragmatic lenses. Discourse, on the other hand, represents the use of language in communication, especially in social and institutional settings. It transcends individual sentences to encompass larger structures of meaning, context, and social practices. The standards of textuality are central to both the creation and interpretation of any text. They reflect the underlying principles that govern how a text should be structured and understood. The most influential theory on textuality comes from the work of linguists and semioticians such as Tzvetan Todorov, Roland

Barthes, and Mikhail Bakhtin. These scholars have identified several features that are essential to textuality.

Coherence is the ability of a text to make sense as a whole. This standard suggests that a text's individual parts must fit together logically and meaningfully. Coherence is not merely about grammatical correctness; it requires a shared understanding between the text and its reader. This means that the text must convey clear messages and maintain continuity in terms of its argument, narrative, or theme. Cohesion refers to the structural connections between different elements within a text. It includes the use of linguistic devices such as pronouns, conjunctions, and other connectors that ensure that different parts of the text are linked. These devices help to maintain the flow of thought, ensuring that sentences and paragraphs are not isolated from each other. Without cohesion, a text would be fragmented and difficult to understand. Intentionality involves the writer's purpose and the text's intended impact on the audience. Every text is written with a specific aim, whether it is to inform, persuade, entertain, or instruct. A clear sense of intentionality guides the writer in constructing their argument or narrative, and it helps the reader discern the purpose behind the text. A text's acceptability depends on its ability to be understood within the cultural and social norms of its audience. What is acceptable in one cultural context may not be in another. This standard requires the writer to consider the background, knowledge, and values of the intended audience in order to ensure that the message is effectively received. Situationality is concerned with the context in which the text is produced and received. This includes factors such as the time, place, and purpose of the communication. A text's relevance and meaning can vary depending on the situation in which it is embedded, and this understanding is crucial for interpreting its content. Intertextuality refers to the relationship between texts and how they influence or refer to each other. Every text is shaped by and interacts with other texts, whether directly or indirectly. This interconnectedness allows for richer meaning-making, as readers draw on their knowledge of other works when interpreting a new text. Discourse and textuality are intricately linked, but they operate at different levels of analysis. Textuality focuses on the internal structure of a text, whereas discourse refers to the broader use of language within society. Textuality can be seen as a component of discourse, as the way a text is constructed can influence its

role in a particular discourse. For example, academic discourse follows specific textual standards, such as clarity and evidence-based arguments, while literary discourse may focus on narrative techniques and aesthetic qualities. The standards of textuality provide a framework for understanding how texts function and how they are interpreted. Coherence, cohesion, intentionality, acceptability, situationality, and intertextuality are essential elements that contribute to the meaning-making process in texts. Textuality and discourse are interconnected, and an understanding of both is essential for analyzing how texts communicate within different social and cultural contexts.

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